



Job Title	Senior Manager – Central Europe
Level	4A
Location	Czech Republic, Slovakia
Business Unit	BBU – Eastern Europe
Leader	Regional Managing Director – Eastern Europe
People Leadership	No internal direct reports but wide distributor network
Any Other Key Relationships:	Global Marketing Teams, Customer Relations Co-ordinators, Regional Finance Team, Innovation teams, Logistics and Supply chain

Role Purpose

To enable accelerated growth across the region and increased focus on key strategic projects. Supporting the Regional Director on the overall regional commercial agenda, to deliver the company’s commercial and marketing objectives within the Western Europe region this role will facilitate maximizing opportunities to build long-term brand equity and commercial value whilst shaping the strategic outlook of the markets, whilst ensuring delivery of short-term financial results.

Central Europe form part of the Eastern Europe region within the WG&S Branded Business Unit.

Responsibilities

- Act as the Country Manager for **Czech Republic, Slovakia, Hungary** within the Eastern Europe Region. Become the Regional expert, develop a strong industry network, establish strong relationships and engagement that deliver the business plans and performance promise (annual and 5 year plan)
- Ensure delivery of Profit and NSV (turnover) targets while managing risks and opportunities throughout the year.
- Develop market/brand strategies and innovation plans against both core and innovation brands ensuring the continuous growth of the region with focus to develop our META Luxury strategy & E-commerce opportunities within the total region.
- Challenge and build annual brand plans ensuring brand strategies and growth models are aligned between distributors and global brand teams, driving brand equity and share
- Negotiate and agree budgets & objectives with distributors’ executive boards (approved by Regional Director)
- Understand and deliver the pricing strategy for each brand and explore ways to optimise value chains and net revenue management.
- Build distributor’s capabilities in the areas of marketing/brand building, outlet segmentation and prioritization, Sales and Operations planning.



Role specific competencies and skillset:

<p>Relating and Networking</p> <ul style="list-style-type: none"> Establishes good relationships with customers and staff Builds wide and effective networks of contacts inside and outside the organisation Relates well to people at all levels Manages conflict Uses humour appropriately to enhance relationships with others 	<p>Planning and Organising</p> <ul style="list-style-type: none"> Sets clearly defined objectives Plans activities and projects well in advance and takes account of possible changing circumstances Manages time effectively Identifies and organises resources needed to accomplish tasks Monitors performance against deadlines and milestones
<p>Persuading & Influencing</p> <ul style="list-style-type: none"> Makes a strong personal impression on others Gains clear agreement and commitment from others by persuading, convincing and negotiating Promotes ideas on behalf of self or others Makes effective use of political processes to influence and persuade others 	<p>Delivering Results & Meeting Customer Expectations</p> <ul style="list-style-type: none"> Focuses on customer needs and satisfaction Sets high standards for quality and quantity Monitors and maintains quality and productivity Works in a systematic, methodical and orderly way Consistently achieves project goals.
<p>Adapting and Responding to Change</p> <ul style="list-style-type: none"> Adapts to changing circumstances Accepts new ideas and change initiatives Adapts interpersonal style to suit different people or situations Shows respect and sensitivity towards cultural and religious differences Deals with ambiguity, making positive use of the opportunities it presents 	<p>Entrepreneurial and Commercial Thinking</p> <ul style="list-style-type: none"> Keeps up to date with competitor information and market trends Identifies business opportunities for the organisation Demonstrates financial awareness Controls costs and thinks in terms of profit, loss and added value

Company values



BE PROUD
We are proud of our brands, our heritage, and our commitment to superior quality in our products



BE RESPONSIBLE
We expect every individual and their teams to be accountable and to perform to their full potential



BE SUSTAINABLE
We wish to make a positive contribution to our communities and to our environment



BE PROFESSIONAL
We value integrity, transparency, professionalism and constructive debate within a team working culture



BE ENTREPRENEURIAL
We foster a forward thinking and innovative culture that recognises the need for innovative thinking and continuous improvement



THINK LONG TERM
We are proud of our brands, our heritage, and our commitment to superior quality in our products

Skills, Qualifications and Experience :

Essential:

- University Degree in related discipline
- Marketing or Trade Marketing experience in developing and executing marketing plans to grow brand equity.
- Commercial experience, understanding drivers of performance, managing risks and opportunities.
- Considerable experience in the FMCG sector (preferably in Spirits) with proven track record
- Having exposure to different cultures
- Results oriented with a “can” do attitude
- Strong communication skills



- Optimistic and resilient
- Culturally aware, able to adapt personal style as needed
- Willing and able to travel extensively (30% of time abroad)
- Willing to manage a range of tasks from strategic to hand on operational ones
- Languages: English mandatory

Desirable:

- MBA or Master’s degree
- International working experience
- Distributor management experience
- Digital experience is an advantage.
- Commercial finance is an advantage.
- Local language desirable

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