



Job Title	Regional Manager GTR - Africa
Level	4A
Location	Kenya
Business Unit	GTR
Function	Commercial
Leader	Regional Director EAMS
People Leadership	N/A
Any Other Key Relationships:	Customer/Regional Marketing, GTR Global account leads, Domestic commercial leads, Finance, Legal, Customer Relations, External (Industry) Network

Role Purpose

Achieve GTR commercial & brand objectives within the region through delivering our standards of excellence across global accounts, defining and implementing an efficient and effective route to market and maximizing business opportunities with existing and new customers. Ensuring delivery of short-term financial results, balanced with long term profit and brand health growth for the region

Responsibilities

- Manage a Regional P&L and with variations in profit (PAM) across brand, customer, channel & market to deliver the annual budget and constantly seek ways to improve ROI and profitability.
- Lead the delivery of our GTR premium+ and luxury brand objectives across the region to act as a halo for our domestic business.
- Proactively manage a wide geographical spread of customers and multi-channel store level distribution network within the region, establishing strong relationships, that deliver the business plans and achieve long term sustainable growth
- Plan, set and agree budgets with Regional Director whilst understanding and delivering the pricing strategy and other net revenue levers to grow & maximize brand/region value.
- Work in collaboration with other Regional Managers as part of a matrix team to ensure co-ordinated plans for Global Customers.
- Build new business through existing and new customers and/or routes to market aligned to GTR strategy
- Build solid awareness of market trends (PESTLE, consumer, competitor, volumetric) in order to provide regular, accurate forecasting and identify risks and opportunities for region vs plan.
- Full ownership of WG&S defined execution standards of excellence for the region across quality, distribution, visibility, activation, advocacy and appropriate pricing
- Work collaboratively with domestic teams to deliver omni-channel campaigns through aligning brand strategy & focus markets with consistent and joined up comms & activations.
- Effectively manage the data and information requirements of the market, working with relevant support functions to maximize time and ensure monthly reports are written and delivered on time.



Role specific competencies and skillset:

<p>Deciding & Initiating Action</p> <ul style="list-style-type: none"> • Makes prompt, clear decisions which may involve tough choices or considered risks • Takes responsibility for actions, projects and people • Takes initiative and acts with confidence • Initiates and generates activity 	<p>Leading & Supervising</p> <ul style="list-style-type: none"> • Provides others with a clear direction • Sets appropriate standards of behaviour • Delegates work appropriately and fairly • Motivates and empowers others • Provides staff with development opportunities and coaching • Recruits staff of a high calibre
<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>Analysing</p> <ul style="list-style-type: none"> • Analyses numerical data, verbal data and all other sources of information • Breaks information into component parts, patterns and relationships • Probes for further information or greater understanding of a problem • Makes rational judgements from the available information and analysis • Produces workable solutions to a range of problems • Demonstrates an understanding of how one issue may be a part of a much larger system 	<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:

- Degree Level education or equivalent with significant relevant experience in a commercial role
- Premium FMCG consumer goods sales/commercial and or trade marketing experience working with large & complex key accounts in Africa
- Strong excel skills
- Confident relationship builder
- Willingness to travel globally and extensive travel across Africa
- Fluent in French & English
- Desirable:
- GTR experience and knowledge / experience of global GTR customers, e.g. Dufry, Heinemann, DFS
- Additional language skills an advantage
- Advanced excel



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