

<b>Job Title</b>	Region Manager, IL
<b>Business Unit</b>	ODCBU
<b>Function/Region</b>	Commercial Sales
<b>Location</b>	Home-based (IL)
<b>Leader</b>	Region Director, Central
<b>People Leadership</b>	Yes
<b>Job Level</b>	3B
<b>Role Purpose</b>	
<p>Manages and oversees all region activities through distributor/broker organization, ensuring that efforts are focused on appropriate accounts, territories, and channels in order to achieve WGS short and long-term profit and NSV objectives. Responsible for managing and developing capabilities of Region Sales team to execute market level sales and marketing activities/programs to achieve brand, volume, KPIs and sustained high performance.</p>	
<b>Responsibilities</b>	
<ul style="list-style-type: none"> <li>• Works with Region Sales team and Distributor/broker management in the development of business plans for covered markets. Guides the pre-planning/budgeting of all WGS activity in the market, including volume planning, spending initiatives, and KPI objectives. Ensures senior distributor/broker management commitment to WGS goals and initiatives.</li> <li>• Motivates and develops Region Sales team in order to achieve WGS volume targets and sell-through objectives (POS, merchandising, drink lists, brand promotion etc.) in the market.</li> <li>• Maintains and analyzes Region performance in order to ensure WGS goals are achieved. Routinely analyzes distributor/broker execution performance as well as gauging competitive activity in the market.</li> <li>• Oversees training of Region Sales team in order to build a high-performance team that accomplishes WGS objectives.</li> <li>• Ensures all in-market spending is effective and maximizes value creation. Manages customer discounts and promotion budgets appropriately in order to best position WGS for annual budget achievement and long-term development of WGS brands.</li> <li>• Manages and monitors pricing in the Region to ensure WGS US and global pricing strategies are adhered to and executed.</li> <li>• Routinely reports on market results, as well as changing market activity. Provides recommendations on market actions needed in order to ensure WGS plan achievement.</li> <li>• Develop robust PDP's for each team member to ensure career growth opportunities are maximized.</li> <li>• Supports development of long term strategic plans with a focus on sustainable profit and growth on our brands ensuring a disproportionate focus on our portfolio over the 5 year plan.</li> </ul>	



**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

## VALUES

### Core Competencies:

#### Leading and Supervising

- 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

#### Persuading and Influencing

- 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

#### Deciding and Initiating Action

- Makes prompt, clear decisions which may involve tough choices or considered risks
- Takes responsibility for actions, projects and people
- Takes initiative, acts with confidence and works,
- Initiates and generates activity

#### Relating and Networking

- 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

#### Creating and Innovating

- Produces new ideas, approaches, or insights
- Creates innovative products or designs
- Produces a range of solutions to problems.
- Seeks opportunities for organisational improvement. Devises effective change initiatives.

#### Entrepreneurial and Commercial Thinking

- Keeps up to date with competitor information and market trends
- Identifies business opportunities for the organization
- Demonstrates financial awareness
- Controls costs and thinks in terms of profit, loss and added value

## **Skills and Qualifications:**

### Essential:

- Exceptional people management/skill development skills
- Excellent verbal, written, and listening communication skills
- Solid skills in strategic thinking, relationship building, and customer service
- Solid problem solving skills and good analysis skills
- Computer skills are required in order to evaluate market performance and communicate internally/externally
- Strong personal drive and individual initiative in daily routine
- Advanced influencing skills and distributor management capabilities
- Expressing confidentiality in dealing with trade
- A strong background in the spirits and wine industry is required, with the number of years' experience dependent on the complexity of the Region. A minimum of 5 – 8 years' experience, with supplier-side experience a requirement
- Excessive travel might be necessary, occasionally requiring air travel; must have a valid driver's license

### Desirable:

- Bachelor's Degree is strongly preferred