

Job Title	Region Manager, IL
Business Unit	ODCBU
Function/Region	Commercial Sales
Location	Home-based (IL)
Leader	Region Director, Central
People Leadership	Yes
Job Level	3B
Role Purpose	
<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>	
Responsibilities	
<ul style="list-style-type: none"> • 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. • 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. • 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. • Oversees training of Region Sales team in order to build a high-performance team that accomplishes WGS objectives. • 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. • Manages and monitors pricing in the Region to ensure WGS US and global pricing strategies are adhered to and executed. • Routinely reports on market results, as well as changing market activity. Provides recommendations on market actions needed in order to ensure WGS plan achievement. • Develop robust PDP's for each team member to ensure career growth opportunities are maximized. • 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. 	



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