



WILLIAM GRANT & SONS

NATIONAL ACCOUNT MANAGER- META LUXURY ON TRADE

Job Title	National Account Manager – Meta Luxury On Trade
Business Unit / Group Function	WG&S UK
BU Team / Sub-Function	Commercial On Trade
Location	Field Based
Team Leader	BAM – Meta Luxury On Trade
Team Members	n/a
Job Level	4B
Role Purpose To represent the WG&S UK brands in Scotland’s trend leading and Meta Luxury On-Trade accounts. To secure distribution of WG&S UK brands within key influential Scotland On Trade venues to optimise sales, visibility, NSV and contribution. To create halo brand building activations and events to ensure PR-able and share-worthy stories.	
Accountabilities <ul style="list-style-type: none">Effectively manage Scotland Meta Luxury On Trade customer P&L to deliver budget and brand objectives.Deliver distribution and visibility targets for the WG&S portfolio in line with the On Trade Meta Luxury strategy WG&S minimum execution standards (MES).Optimise ongoing growth and profitability for the Channel by seeking out and identifying new opportunities to deliver additional brand contribution.Monitoring of monthly performance in partnership with the Commercial Finance and relevant Routes to Market to ensure accurate monthly financial reporting and liquid allocations.Work with Customer Marketing and Brand teams to develop and implement customer activations & PR plans on WG&S strategic brands, whilst ensuring robust measurement and evaluation (M&E).Establish great relationships with customers to develop a deep understanding of Scotland’s On-Trade and key influencers.Share best practice and socialise the Meta Luxury On Trade ways of working with key internal stakeholders and broader Scottish team.	
Created by:	Sarah Cornelius
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