



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Channel Manager
Business Unit / Group Function	ODC BU
BU Team / Sub-Function	Commercial
Location	Home-Based
Team Leader Role	Distributor Manager
Role Level	4B
Team Members	No
<p>Role Purpose</p> <p>Lead development of channel plans to profitably maximize the distribution, promotional activity and sales of the WG&S portfolio through the respective channel and ensure sustainable growth and profitability.</p> <p>Channel Manager is responsible for driving market level sales and marketing activities/programs for their channel, in conjunction with distributor/broker activities in order to achieve predetermined brand, volume, KPI (Key Performance Indicators) objectives. Manages and oversees all local activities through distributor/broker organization and ensures that the Division Commercial team and Distributor/broker efforts are focused on appropriate accounts, territories, and channels in order to achieve WG&S long-term objectives.</p>	
<p>Accountabilities</p> <ul style="list-style-type: none"> • Working with distributor/broker management and WG&S sales management to pre-plan all WG&S activity in the market, including volume planning, spending initiatives, and KPI objectives. Achieving distributor/broker management commitment to WG&S goals and initiatives; managing distributor resources and obtaining disproportionate share of mind for WG&S portfolio/growth brands. • Motivating and developing distributor/broker sales teams in order to achieve WG&S volume targets and sell-through objectives (POS, Program and Display execution, merchandising, brand promotion, staff training, menus) in the market for assigned channel. • Evaluating and analyzing market performance in order to ensure WG&S goals are achieved. Analyzing distributor/broker execution performance as well as gauge competitive activity in the market for assigned channel. • Managing distributor/broker teams to leverage and ensure flawless execution of all promotion activity in the market. Ensuring that promotion monies are effectively spent, maximizing value creation. • Evaluating and reporting on market results, as well as changing market activity on a routine basis. Providing recommendations, if required, on market actions needed in order to ensure WG&S plan achievement in the market for assigned channel. • Developing relationships with key members of the trade (Owners, chain decision makers, staff, etc) in order to develop WG&S brands in the market. Gaining appropriate commitments to WG&S initiatives. • Providing education/training, as required. Including the use of ambassador resources, as appropriate 	