

## ROLE PROFILE

<b>Job Title</b>	Business Account Manager (C&C Group)
<b>Business Unit</b>	WG&S UK
<b>Function/Region</b>	Commercial
<b>Location</b>	Hook
<b>Leader</b>	Nicolle Samain, RTM Controller
<b>People Leadership</b>	n/a
<b>Job Level</b>	4A
<b>Role Purpose</b>  <p>To execute the UK On Trade sales &amp; marketing vision and strategy in alignment with the William Grant &amp; Sons Premiumisation Strategy and Third Party Brand Strategies.</p> <p>Lead NAM to deliver budget performance, within agreed guidelines, ensuring sustainable growth and profitability for the Company whilst balancing brand equity and value.</p> <p>Activate Brands within Matthew Clark with support of NAM to optimise distribution, sales, visibility, NSV and gross contribution within agreed budgets and strategic guidelines. Lead and support NAM in delivering the same within their portfolio of accounts</p>	
<b>Accountabilities</b>  <ul style="list-style-type: none"> <li>• Develop, implement, monitor and adjust account plan for Matthew Clark in order to achieve channel strategy and profitability targets through sound financial planning, brand strategy implementation, resource management and effective use of systems and processes.</li> <li>• Lead, motivate and develop direct report in line with the Company Values to maximise employee engagement and future talent development.</li> <li>• Full P&amp;L responsibility and accountable for delivery of the Matthew Clark budget, effectively managing volume, NSVs and profitability of the account through the Monthly Business Planning Process and supporting the NAM to do the same within their portfolio of accounts.</li> <li>• Lead the improvement of brand performance within Matthew Clark through world class brand activation, customer focussed excellence, strong category management and a strategy that is focussed by region.</li> <li>• Establish positive relationships and joint working practises with Matthew Clark through effective cross functional networking.</li> <li>• Lead and drive critical negotiations with Matthew Clark and develop Senior Trade Relationships.</li> <li>• Through the yearly plan and matrix, maintain the agreed level and frequency of contact with all key contacts within Matthew Clark, using the support of the NAM.</li> <li>• Ensure the accuracy of direct / indirect forecasting and management of the downstream P&amp;L, by supporting indirect NAMs / BAMs with monthly / regular alignments.</li> <li>• Optimise ongoing growth and profitability for the Channel by seeking out and identifying new challenges and opportunities to drive against strategic aims.</li> </ul>	
Created by:	Nicolle Samain
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HRBP:	Melissa Thomas
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## Role specific competencies and skillset

<b>Deciding and Initiating Action</b> <ul style="list-style-type: none"><li>• Makes prompt, clear decisions which may involve tough choices or considered risks</li><li>• Takes responsibility for actions, projects and people</li><li>• Takes initiative, acts with confidence, supports others</li><li>• Initiates and generates activity</li></ul>	<b>Presenting and Communicating Information</b> <ul style="list-style-type: none"><li>• Speaks clearly and fluently</li><li>• Expresses opinions, information and key points of an argument clearly</li><li>• Makes presentations and undertakes public speaking with skill and confidence</li><li>• Responds quickly to the needs of an audience and to their reactions and feedback</li><li>• Projects credibility</li></ul>
<b>Working with People</b> <ul style="list-style-type: none"><li>• Demonstrates an interest in and understanding of others</li><li>• Adapts to the team and builds team spirit</li><li>• Recognises and rewards the contribution of others</li><li>• Listens, consults others and communicates proactively</li><li>• Supports and cares for others</li><li>• Develops and openly communicates self-insight, such as an awareness of own strengths and weaknesses</li></ul>	<b>Delivering Results and Meeting Customer Expectations</b> <ul style="list-style-type: none"><li>• Focuses on customer needs and satisfaction</li><li>• Sets high standards for quality and quantity</li><li>• Monitors and maintains quality and productivity</li><li>• Works in a systematic, methodical and orderly way</li><li>• Consistently achieves project goals</li></ul>
<b>Persuading and Influencing</b> <ul style="list-style-type: none"><li>• Makes a strong personal impression on others</li><li>• Gains clear agreement and commitment from others by persuading, convincing and negotiating</li><li>• Promotes ideas on behalf of self or others</li><li>• Makes effective use of political processes to influence and persuade others</li></ul>	<b>Entrepreneurial and Commercial Thinking</b> <ul style="list-style-type: none"><li>• Keeps up to date with competitor information and market trends</li><li>• Identifies business opportunities for the organisation</li><li>• Demonstrates financial awareness; controls costs and thinks in terms of profit, loss and added value</li><li>• Demonstrates strong analytical skills and exploits opportunities from insights.</li></ul>

## 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:

- Significant experience managing accounts, ideally in the On Trade arena
- Able to apply category management principles to form commercial propositions that drive value and volume growth
- Comprehensive understanding and working knowledge of brand building with ability to bring creative solutions and balance commercial delivery
- Good understanding and proven experience of successful On trade brand launches
- Strong influencing and negotiation skills with the ability to develop and maintain relationships at all levels
- Previous experience as a leader, preferably with a virtual (cross functional) team is desirable
- Excellent numeric ability and a high level of IT skills
- Analytical ability; decision making based on turning data into actionable insights
- High executional standards and attention to detail
- Strong problem solving skills with the ability to identify commercial opportunities
- Confident communicator with excellent interpersonal skills; a natural networker
- Creative with an entrepreneurial spirit, you will be seen as someone who can make a difference
- Self-motivated and able to work with minimum supervision