



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Role Title</b>	<b>Channel Manager</b>
<b>Business Unit / Group Function</b>	ODC BU
<b>BU Team / Sub-Function</b>	Commercial
<b>Location</b>	Home-Based
<b>Team Leader Role</b>	Distributor Manager
<b>Role Level</b>	4B
<b>Team Members</b>	No
<b>Role Purpose</b> 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.  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.	
<b>Accountabilities</b> <ul style="list-style-type: none"><li>• Working with distributor/broker management and WG&amp;S sales management to pre-plan all WG&amp;S activity in the market, including volume planning, spending initiatives, and KPI objectives. Achieving distributor/broker management commitment to WG&amp;S goals and initiatives; managing distributor resources and obtaining disproportionate share of mind for WG&amp;S portfolio/growth brands.</li><li>• Motivating and developing distributor/broker sales teams in order to achieve WG&amp;S volume targets and sell-through objectives (POS, Program and Display execution, merchandising, brand promotion, staff training, menus) in the market for assigned channel.</li><li>• Evaluating and analyzing market performance in order to ensure WG&amp;S goals are achieved. Analyzing distributor/broker execution performance as well as gauge competitive activity in the market for assigned channel.</li><li>• 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.</li><li>• 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&amp;S plan achievement in the market for assigned channel.</li><li>• Developing relationships with key members of the trade (Owners, chain decision makers, staff, etc) in order to develop WG&amp;S brands in the market. Gaining appropriate commitments to WG&amp;S initiatives.</li><li>• Providing education/training, as required. Including the use of ambassador resources, as appropriate</li></ul>	