

BUSINESS DEVELOPMENT EXECUTIVE

Job Title	Business Development Executive
Business Unit	WG&S UK
Function/Region	Commercial – Field Sales Team
Location	Field Based in Northern Scotland
Leader	Regional Sales Manager
People Leadership	None
Job Level	5
<p>Role Purpose</p> <p>To activate our premium brands by implementing activation and visibility programmes in premium On Trade outlets within the allocated territory, recruiting consumers. Managing a territory to exceed distribution and visibility targets.</p>	
<p>Accountabilities</p> <ul style="list-style-type: none"> • Working within a team and as a self-driven individual, manage a core number of Premium, Select and Exclusive accounts within a territory to deliver the On Trade brand building plan and activation programme. • KPIs on delivery against Distribution and Visibility as well as growing Gross Contribution of your top accounts. • Securing portfolio range distribution and cocktail menu status in key outlets to drive sales and advocacy of our brands. • Work closely with your Team, Leader and Customer Marketing. • Network with the key influencers in the territory and key route to market colleagues. • Achieve preferred partner status with key outlets by developing tailored solutions to meet consumer needs and establishing expert status through advice on the Spirits Category, proposing range by segmentation. • Deliver brand training modules to educate bar professionals and utilise Brand Ambassadors to supplement this as appropriate. • Record all relevant outlet information via the Customer Record Management system (Salesforce) and deliver presentations through use of WGS Brand App. • Identifying opportunities via Category Management data available and networking with customers to identify new brand / outlet opportunities that enable the targeting of the right consumers. • Use of WGS P&L to deliver profitable long-term growth of our Brands across their whole account base. • To make commercial decisions on where best to spend your time and invest in our assets to drive growth in the right accounts. • To identify and win new and suitable outlets within your territory where WGS may not currently have any presence. • Effectively plan and manage the working day to ensure coverage is achieved at key trading times of customers. This will involve evening work and a requirement to live in the territory's core postcode. • Ensure, that customers are equipped to serve and promote WGS Brands to consumers and enable them to become future champions / ambassadors for our brands. • Promoting of WGS brands through own social media outlets and that of customers. • Effective journey planning to ensure adequate callage of current customers throughout the year. • Brand Champion for one / various WGS Brands and responsible for full reporting throughout the year. 	
Created by:	Jordan Kemp
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HRBP:	Melissa Thomas
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