



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Execution Specialist
Business Unit / Group Function	ODC BU
BU Team / Sub-Function	Commercial
Location	Home-Based
Team Leader Role	Distributor Manager or Channel Manager
Role Level	5
Team Members	No
Role Purpose	
To advocate for selected core brands in the on-premise in dedicated market. Will be a market expert, influencing key thought leaders of assigned core brands. Attract, develop, and retain business across specific key accounts.	
Accountabilities	
<ul style="list-style-type: none">• Build relationships with key influencers, utilizing education platforms and awareness of trends, both industry and non-industry; visit key accounts frequently to manage and strengthen the relationships in assigned channel.• Assist with execution of WG&S commercial excellence priorities and brand team marketing programs at priority accounts, with exclusive focus on assigned core brands.• Develop relationships with top 10% at distributor partner (Influential sales people, Craft team, Mixology team), partnering with Channel Manager and Division Marketing to identify, develop, and execute events and activities based on assigned market and influential channel accounts needs and opportunities.• Support and leverage Brand Ambassadors as necessary relative to executing local events, recruiting and implementing in alignment with Commercial Excellence strategy initiatives.• Inspect and track brand-building initiatives, activity, and performance of key account relationships on GreatVines customer relationship management system tool.• Process and execute agreed plans and nurture new brands in relevant accounts within assigned market as directed by business.• Execute and perform activities based on assigned budgets agreed upon by the Commercial Excellence expectations and agreed commercial key performance indicators.	