



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Job Title</b>	Area Director (Central America, Caribbean and Mexico)
<b>Business Unit / Group Function</b>	BBU
<b>BU Team / Sub-Function</b>	Commercial, LatAm
<b>Location</b>	Miami
<b>Team Leader</b>	Regional Managing Director - LatAm
<b>Team Members</b>	Yes
<b>Job Level</b>	3A
<b>Role Purpose</b> Take local P&L responsibility for the branded profit arising from the marketing and commercialisation of the brands in order to maximise long-term sustainable value growth. Build relationships with chosen local distributors according to the particular circumstances in a collaborative and professional manner, with particular attention to the respective economic interests, performance track record and capability, investment allocations, innovation and BBU determined prioritisation.	
<b>Accountabilities</b> <ul style="list-style-type: none"><li>• Manage and deliver the BBU local P&amp;L performance for 3rd Party Markets and ensure sustainable growth and profitability for the Company, in order to build brand equity and long-term sustainable value.</li><li>• Manage the compliance of the region, ensuring compliance with the relevant regulatory frameworks.</li><li>• Build strong awareness of external market trends and developments (consumer, competitor, political insight) which informs commercial and operational decisions.</li><li>• Manage segmentation and prioritisation of geographies, channels for the market and ensure proper capacity planning to inform local plans.</li><li>• Oversee the development of the local sales and local brand plans using the BBU 5-year plan and A&amp;P guidelines as core input and implement and adhere to the RTC operating Rhythm.</li><li>• Build local market(s) plan with the distributor(s) including marketing financial planning and local commercial terms and investments in line with local and global guidelines and, where applicable, joint business planning.</li><li>• Manage negotiations with local distributors to establish distribution agreements (DAs) including all terms of business related to the local distribution of WG&amp;S brands in a given market or territory.</li><li>• Work with Regional Managing Director and Global Brand Teams to obtain A&amp;P allocation from the BBU to deliver local brand plans.</li><li>• Oversee the planning and allocation of local A&amp;P+CI budgets in line with agreed commercial plans.</li></ul>	



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- Implement and execute effective local distributor network, helping build in-market RTC plans and building distributor commercial capabilities as appropriate to ensure delivery of local objectives.
- Take the brand plans to market, in conjunction with the local Head of Marketing, transferring responsibility to the distribution network for implementation, where applicable, and holding them accountable.
- Drive brand performance in respective markets with the goal to build long-term brand equity based on global campaigns, shopper marketing material, upskilling, etc. and by ensuring compliance to global pricing guidelines.
- Manage the deployment of global tools to help the distributor network embed business fundamentals.
- Monitor sales and marketing performance using approved scorecards and course correct where appropriate.
- Manage and effectively track price, promotions, trade terms, depletion and stock in trade levels, investment allocations, innovation, and prioritisation in local market(s).
- Measure and evaluate the effectiveness of WG&S A&P and CD spend with the goal to consistently improve return on investment and net revenue management principle.
- Provide oversight of marketing / sales office including planning and execution of local plans.
- Develop and maintain strongly professional and productive relationships with third-party distribution partners and top relevant customers, where applicable.

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