



ROLE PROFILE

Role Title	RTC Deployment Head
Internal Reference	BBUCOM-0016
Business Unit / Group Function	BBU
BU Team / Sub-Function	Commercial
Location	Richmond
Team Leader Role	Head of Route to Consumer
Role Level	3B
Team Members	No
Role Purpose	
<p>Lead the RTC annual assessment with the key zone 1 markets in the region with ODC (owned distribution company) and third-party markets. Ensure that the stakeholders have clear communications, meetings are set with internal subject matter experts and the process is high quality with clear action plans that have ownership and accountability and ownership of the RMDs and their teams. Lead the execution of the plan implementation, bringing subject matter experts and cross functional partners where necessary to share and adopt proven concepts and best practice in service of delivering the distribution, MES and activation targets and delivering value towards the budget delivery. Manage stakeholders and cross functional business partners to drive the embedded capability and value generation through the RTC framework. Drive quantifiable value through quality, data driven execution, leverage and share best practice across markets in close collaboration with Global RTC network.</p>	
Accountabilities	
<p>Reporting of RTC KPI Outputs (distribution, MES & activations) are set in the budget and against data standards, reported accurately and consistently Commercial Scorecard/SFA: support markets in development of commercial systems and reporting to ensure consistency of commercial scorecards. Build capability to leverage commercial systems and data to develop local insights to drive continual improvement in sales force efficiency and effectiveness of outlet activation</p> <p>Distributor Management: accountable for developing a standardised and common approach to our end-to-end distributor management approach, ensuring a rigorous approach to distributor selection, assessments, performance management and capability development in line with our RTC principles. Contracts are owned by the commercial manager but RTC leads are responsible for ensuring the RTC metrics and performance management and any embedded resource are included in the contract</p> <p>RTC MMA framework and standards: global SME for Distributor Management <region>; Sales Operations <region>. Ensure the MMA is completed and that a robust action plan</p> <p>is developed for improving the commercial excellence in line with the agreed five year plan - ensures the involvement of SMEs to create consistent assessment standards across geographies.</p> <p>RTC development: support Regional MDs to develop appropriate RTC development plans for priority markets based on market strategy and maturity assessment outcomes. Identify clear objectives and KPI's and manage deployment of global RTC functional resources as required to support markets in delivery of objectives. Support</p>	



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building 3PD partners understanding of the mutual benefits of RTC and adapt RTC frameworks and tools to integrate into distributor operating models as required.

Sales force effectiveness: Develop, deploy and embed tools and process to optimise sales force (direct and 3PD) efficiency and effectiveness. There is a possibility that to synchronize in China digital ecosystem and comply with China (or respective market) data compliance, some development work together with GTS locally maybe needed on front end system infrastructure.

Governance: lead market maturity assessments and maintain consistency of standards across all markets within region. Maintain oversight and visibility of RTC progress and identify interventions where required.

Leadership: leads the global distributor management agenda. Partners with Regional General Managers to align on market prioritisation and deploys hub resources accordingly. Set the pace and inspire Hub team in delivering regional objectives

Improving the global commercial capabilities: Assists the Global Head RTC in developing an effective agenda for improving the standards of execution across the markets. Helps the Central team in developing the RTC agenda both in short and long term.