



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Role Title</b>	<b>Area Manager</b>
<b>Business Unit / Group Function</b>	ODC/Commercial
<b>BU Team / Sub-Function</b>	Field Sales
<b>Location</b>	Home Based
<b>Team Leader Role</b>	Regional Sales Manager
<b>Role Level</b>	5
<b>Team Members</b>	No
<b>Role Purpose:</b> Manage selected off and on-premises customers to build the William Grant & Sons portfolio to gain new listings, improved positioning and off location display opportunities. A business and brand builder focusing on the key customers across all channels, striving to add value and form strong and enduring business relationships within targeted geographic areas.	
<b>Accountabilities</b> <ul style="list-style-type: none"><li>• Deliver sales and profit targets for a territory within budget, executing pricing strategies.</li><li>• Build and enhance the WG&amp;S portfolio through Distribution, Activation &amp; Visibility.</li><li>• Negotiate additional promotions &amp; displays at a store level to increase share of space and visibility of WG&amp;S brands.</li><li>• Manage a set call cycle effectively to maximise productivity covering key customers locally and regionally ensuring real time data is recorded and maintained via the company's Customer Relation Management system.</li><li>• Completes and submits all reporting, expenses, Customer Relations Management and admin requirements within deadlines.</li><li>• Compile a monthly report detailing achievements, market intelligence, challenges and work plan, sharing achievements with the broader business including photos, best practice etc. via monthly reports.</li><li>• Manages trade/brand spend and operating costs in line with budget and operational guidelines.</li><li>• Provides tailored proposals/recommendations to drive new opportunities for customers and the portfolio.</li><li>• Activates and analyses promotion/activation activity and shares information/learning's across the business, proactively reporting on competitor activity and market intelligence.</li></ul>	
<b>Created by:</b>	Kirsty Ryan
<b>Creation Date:</b>	February 2022
<b>HRBP:</b>	Dee Brown



WILLIAM GRANT & SONS

<b>Date of last revision:</b>	May 2025
-------------------------------	----------