



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Role Title</b>	Regional Account Manager - On Premise Chains
<b>Business Unit / Group Function</b>	ODC BU
<b>BU Team / Sub-Function</b>	Commercial
<b>Location</b>	Home-based
<b>Team Leader Role</b>	Director – National Accounts On Premise
<b>Role Level</b>	4B
<b>Team Members</b>	No
<b>Role Purpose</b>	
Develops and implements Regional Account strategies in order to achieve predetermined brand, volume, KPI objectives. Establishes strong relationships with account decision makers in order to maximize WG&S business and brand presence in the on premise chain and works closely with WG&S Sales team to ensure flawless execution of chain programs through distributor/broker organization.	
<b>Accountabilities</b>	
<ul style="list-style-type: none"><li>Establishing all WG&amp;S activity in assigned Regional Accounts, including volume planning, spending initiatives, and KPI objectives. Developing customized on premise channel strategies and programs, as required, in order to advantage WG&amp;S portfolio. Securing account commitment to WG&amp;S goals and initiatives. Effectively communicating all Regional Account programs to WG&amp;S Sales, Marketing teams and to distributor/broker management in order to ensure exceptional execution of approved programs</li><li>Monitors all market performance and program results through retail account data, in-market surveys, and distributor compliance reporting in order to ensure WG&amp;S volume targets and sell-through objectives (distribution, drink features, signature drink, scotch lists, merchandising, promotion, back bar placements, etc.) in the assigned accounts are achieved.</li><li>Monitors all market spending to ensure that monies are effectively spent, maximizing value creation.</li><li>Manages Promotion budgets appropriately in order to best position WG&amp;S for annual budget achievement and long-term development of WG&amp;S brands. Conducts ROI analysis on all major programs executed within assigned accounts and makes appropriate recommendations.</li><li>Reports on market results, as well as changing market activity on a routine basis. Providing recommendations, if required, on market actions needed in order to ensure WG&amp;S plan achievement in the National Account channel</li><li>Providing appropriate guidance, counsel to WG&amp;S Sales team in order to improve WG&amp;S capabilities/performance in On-premise channel. Assisting local Sales teams in the development of WG&amp;S business in targeted Regional On-premise Accounts, drawing on National Accounts best practice. Ensuring programming executed in assigned accounts conforms to brand standards/strategies.</li></ul>	



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### **Skills and Qualifications:**

#### Essential:

- A strong background in the on-premise chains is required, with the number of years' experience dependent on the complexity of the regional accounts customers.
- A strong background in chains customer management and the development of customized programming is also highly valued.
- Exceptional skills in strategic thinking, relationship building, and negotiation.
- Excellent verbal, written, and listening communication skills.
- Advanced problem solving and analytical skills are also required in order to achieve channel business plan.
- Strong personal drive; advanced influencing skills; advanced distributor management capabilities; exceptional team-building capabilities.
- Expressing confidentiality in dealing with trade.

#### Desirable:

- Bachelor's Degree is strongly preferred; Master's Degree in Business
- Advanced influencing skills and customer service skills a plus.