



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Role Title</b>	<b>Distributor Manager</b>
<b>Internal Reference</b>	
<b>Business Unit / Group Function</b>	BBU
<b>BU Team / Sub-Function</b>	Commercial
<b>Location</b>	Nairobi, Kenya
<b>Team Leader Role</b>	Country Manager – North, East Africa
<b>Role Level</b>	4B
<b>Team Members</b>	No
<b>Role Purpose</b>	
<p>Support the Country Manager to manage the day-to-day relationship with the in-market distribution partner and, in doing so, maximise their performance and deliver the commercial and marketing objectives that have been set for the partner.</p>	
<b>Accountabilities</b>	
<ul style="list-style-type: none"><li>• Foster a strong relationship and engagement with the in-market distributor, that helps to deliver the plans and performance objectives.</li><li>• Be the in-market distributor's first point of contact for any day-to-day executional requirements.</li><li>• Take responsibility for the effective implementation and utilization of the agreed IBOR process (integrated business operating rhythm) and engage the key stakeholders from W&amp;S and the in-market distribution partner.</li><li>• Support building an in-market RTC plan and deploy any global tools required to help strengthen distributor capabilities.</li><li>• Hold the in-market distribution partner to account for both the development and execution of channel plan (s), based on the route to consumer programme, to drive optimal distribution, MES and activation.</li><li>• Ensure our in-market distribution partner effectively executes our planned marketing activities and have a laser focus on driving activation at scale in priority outlets and within priority geographies.</li><li>• Take responsibility for preparing, and commenting against, all monthly RTC reports requested by the WG&amp;S global teams</li><li>• By working with the distribution partner and WG&amp;S global teams, ensure any new launches are launched timeously and compliant with local regulatory mandatories.</li><li>• Analyse available commercial &amp; RTC data (depletions, stock levels, forecasts, distribution, MES, activations and market shares) and use the insights to be to identify, and act upon, opportunities.</li><li>• Develop and demonstrate insights-led understanding of market trends, shoppers, competitors, customers, and the local business frameworks. Together with the Regional Director, Regional Marketing Team and in-market distribution partner, use these insights to help inform commercial decisions and drive superior growth.</li></ul>	
<b>Required Experience &amp; Skills</b>	Experience: <ul style="list-style-type: none"><li>• 5–10+ years in sales/channel/distribution management</li></ul>



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	<ul style="list-style-type: none"><li>• Experience working with distributors in FMCG, branded consumer goods</li><li>• Proven track record of delivering revenue targets</li></ul> <p>Skills:</p> <ul style="list-style-type: none"><li>• Strong commercial and negotiation skills</li><li>• Channel strategy &amp; partner development expertise</li><li>• Analytical mindset with data-driven decision making</li><li>• Financial acumen (margins, stock, credit control)</li><li>• Leadership &amp; influencing skills (even without direct reports)</li></ul>
<b>Created by:</b>	Regional Director
<b>Creation Date:</b>	14/06/2026
<b>HRBP:</b>	HR Business Partner
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