## Role Profile

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| **Job Title** | **Area Manager** | |
| **Business Unit** | ODC BU - WG&S Australia | |
| **Function/Region** | Commercial/ Sales | |
| **Location** | Australia | |
| **Leader** | Regional Sales Manager | |
| **People Leadership** | None | |
| **Job Level** | 5 | |
| **Role Purpose**  Manages selected off and on-premises customers to build the William Grant & Sons portfolio in order 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 your geographic network. | | |
| **Accountabilities**   * Deliver sales and profit targets for the territory within budget, executing pricing strategies. * Build and enhance the WG&S portfolio through Distribution, Activation & Visibility. * Negotiate additional promotions & displays at a store level to increase share of space and visibility of WG&S brands. * Manage a set call cycle effectively to maximise productivity. This call cycle will cover key customers locally and regionally and recorded and maintained via the company’s’ Customer Relation Management system. * Completes and submits all reporting, expenses, Customer Relations Management and admin requirements within deadlines. * 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. * Manages trade/brand spend and operating costs in line with budget and operational guidelines. * Provides tailored proposals/recommendations to drive new opportunities for customers and the portfolio. * Activates and analyses promotion/activation activity and shares information/learning’s across the business, proactively reporting on competitor activity and market intelligence. | | |
| **Values**  C:\Users\proval\Downloads\267177_7.png | | |
| **Core Competencies:**   |  |  | | --- | --- | | **Deciding & Initiating Action**   * Makes prompt, clear decisions which may involve tough choices or considered risks * Takes responsibility for actions, projects and people * Takes initiative and acts with confidence * Initiates and generates activity | **Delivering Results & Meeting Customer Expectations**   * Focuses on customer needs and satisfaction * Sets high standards for quality and quantity * Monitors and maintains quality and productivity * Works in a systematic, methodical and orderly way * Consistently achieves project goals | | **Persuading and Influencing**   * Makes a strong personal impression on others * Gains clear agreement and commitment from others by persuading, convincing and negotiating * Promotes ideas on behalf of self or others * Makes effective use of political processes to influence and persuade others | **Presenting and Communicating Information**   * Speaks clearly and fluently * Makes presentations and undertakes public speaking with skill and confidence * Responds quickly to the needs of an audience and to their reactions and feedback * Projects credibility | | **Planning and Organising**   * Sets clearly defined objectives * Plans activities and projects well in advance and takes account of possible changing circumstances * Identifies and organises resources needed to accomplish tasks * Manages time effectively * Monitors performance against deadlines and milestones | **Relating and Networking**   * Establishes good relationships with customers and staff * Builds wide and effective networks of contacts inside and outside the organisation * Relates well to people at all levels * Manages conflict * Uses humour appropriately to enhance relationships with others | | | |
| **Skills and Qualifications:**  Essential:   * Proven track record of achievement within a sales capacity, ideally within the beverage alcohol sector * Ability to do extensive travel across the state with 1 week per Quarter away on business * Strong negotiation, communication and partnering capability * Proficient IT capability (Excel/PowerPoint/Word/Customer Relations Management systems) * Highly literate and numerate * Strong capability in presentation/influencing skills (written and verbal) * Strong relationship building skills * Customer Relations Management system Experience * Drivers Licence is mandatory * Current RSA in local State or Territory   Desirable:   * A confident and motivated self-starter * Resilient and reliable * Organised – a planner as well as an implementer * A Team Player | | |
| **Created by:** | | Karen Coyle |
| **Date:** | | 15 Feb 2022 |
| **HRBP:** | | Karen Coyle |
| **Date of last revision:** | |  |