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| **Role Title** | Area Sales Manager – North East |
| **Business Unit / Group Function** | ODC |
| **BU Team / Sub-Function** | Commercial |
| **Location** | Home based |
| **Team Leader Role** | RSM – Central & East |
| **Team Members** | No |
| **Role Level** | 5 |
| Role Purpose  Manage distributor and selected On & Off trade customers to drive the WG&S portfolio in order to gain new listings, improved positioning and display at point-of-sale opportunities. Manage compliance levels across the trade and build long term business relationship with our customers. | |
| **Accountabilities**  • Implement sales strategies and formulate business plan for all customers to deliver on Budgeted Sales for the territory. • Ensure execution of Annual Marketing/Promotion Calendar, Achievement of Product Width of Distribution, to create Brand Visibility • Establishing strong business relationship with distributor team and Trade Partners, to ensure ideal positioning and sales of our brands through Quality, Distribution and Visibility • Manage a set call cycle effectively to maximise productivity. This call cycle will include core customers as well as key account customers. • Ensure M&E (Measurement & Evaluation – Return on Investment) of agreed Promotional spends executed in Market and analysed for Knowledge Management and providing feedback for continuous improvement in effectivity of promotions tailor made for respective market • Manage trade spend and operating costs in line with budget. • Provide bespoke opportunities/proposals to drive new opportunities on-trade. • Reporting of competitor activity and best practices in category providing feedback to customer marketing executive /team so as to ensure continuous improvement and designing future promotions in line with trends. | |

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| **Values**  A group of symbols on a blue background  Description automatically generated |
| **Core Competencies**   |  |  | | --- | --- | | **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 | **Following Instructions and Procedures**   * Appropriately follows instructions from others without unnecessarily challenging authority * Follows procedures and policies * Keeps to schedules * Arrives punctually for work and meetings * Demonstrates commitment to the organisation * Complies with legal obligations and safety requirements of the role | | **Persuading & 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 | **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. | | **Planning and Organising**   * Sets clearly defined objectives * Plans activities and projects well in advance and takes account of possible changing circumstances * Manages time effectively * Identifies and organises resources needed to accomplish tasks * Monitors performance against deadlines and milestones | **Achieving Personal Work Goals and Objectives**   * Accepts and tackles demanding goals with enthusiasm * Works hard and puts in longer hours when it is necessary * Identifies development strategies needed to achieve career goals and makes use of developmental or training opportunities * Seeks progression to roles of increased responsibility and influence | |
| **Skills and Qualifications:**  Essential:   * 6- 8 years of proven track record within a sales capacity, ideally within Liquor and/or consumer goods industry * Experience in handing Distributors/ Wholesalers, experience of managing On Trade key accounts will be an added advantage * Strong negotiation and communication skills – written and verbal * Planning and analytical skills with proficiency in MS Office tools - excel/PowerPoint/word * Numerical Aptitude and presentation skills - written and verbal * Strong relationship building skills   Desirable:   * Education: Full time 2-year MBA desired * Confident and motivated * Resilient and reliable * Organised – a planner as well as an implementer |