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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**

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| **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
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| **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.
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| **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
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| **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
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