

<b>Job Title</b>	<b>On Premise Specialist</b>
<b>Business Unit</b>	ODC
<b>Function/Region</b>	Commercial
<b>Location</b>	Home-Based
<b>Leader</b>	Area Manager/Senior District Manager
<b>People Leadership</b>	N/A
<b>Job Level</b>	5
<b>Role Purpose</b> To advocate for selected core brands in the On-Premise in dedicated market. Will be a market expert, influencing key thought leaders of assigned core brands. Attract, Retain and Develop business across specific accounts.	
<b>Accountabilities</b> <ul style="list-style-type: none"> <li>• Build on-premise relationships with key influencers, utilizing education platforms and awareness of trends, both industry and non-industry; visit key accounts frequently</li> <li>• Execute WG&amp;S commercial excellence priorities and brand team marketing programs at priority accounts, with exclusive focus on assigned core brands</li> <li>• Develop relationships with top 10% at distributor partner (Influential sales people, Craft team, Mixology team), partnering with On-Premise District Manager</li> <li>• Support and leverage Brand Ambassadors as necessary relative to executing local events, recruiting and implementing in alignment with Commercial Excellence strategy</li> <li>• Work alongside On Premise DM and Regional marketing to develop specific programs for the influential On Premise accounts</li> <li>• Track activity and performance of key account relationships on GreatVines</li> <li>• Execute agreed plan and seed/nurture new brands as directed in market in relevant accounts</li> <li>• Execute assigned budgets against agreed CE expectations and agreed commercial KPI's</li> </ul>	
<b>Skills and Qualifications:</b>  <u>Essential:</u> <ul style="list-style-type: none"> <li>• A strong background in the spirits and wine industry is required. A minimum of 5 years supplier-side experience is highly valued</li> <li>• Excessive travel necessary, including air travel; must have a valid driver's license</li> <li>• Exceptional selling, rapport-building skills</li> <li>• Excellent verbal, written, and listening communication skills</li> <li>• Strong personal drive and individual initiative in daily routine</li> <li>• Solid problem solving skills and good analysis skills</li> <li>• Effective distributor management capabilities and the ability to gain commitment of the distributor/broker sales and management teams to WG&amp;S initiatives</li> <li>• Proficiency in Microsoft suite</li> </ul> <u>Desirable:</u> <ul style="list-style-type: none"> <li>• Bachelor's Degree is strongly preferred</li> </ul>	