



Job Title	Senior Sales Force Automation Manager
Business Unit	BBU
Function/Region	Route to Consumer (Commercial)
Location	TBC
Leader	Head of Commercial Operations and Systems
People Leadership	No
Job Level	4A
Role Purpose Provide support to Regional Teams / Managing Directors in the effective deployment of global commercial systems and/or developing local solutions to seamlessly integrate in to the WG&S global ecosystem	
Accountabilities <ul style="list-style-type: none">• Support deployment of a common Sales Force Automation (SFA) platform to drive consistency across markets and efficiency of sales operations• Develop capacity to consolidate 3PD SFA data with WG&S standard SFA data to enable consistency in reporting and insights working with Insights & Analytics where appropriate• Manage the global SFA provider relationship and monitoring performance against service level agreement ensuring delivery of WG&S requirements across all markets where deployed• Lead deployment of SFA platform into new markets ensuring consistency and standardisation and creating and managing resource and project plans and guiding market teams through implementation• Identify solutions to obtaining appropriate data from 3rd Party Distributors to enable consistent reporting and measurement and evaluation of commercial activation of our brands• Undertake evaluation of new commercial systems and technologies as applicable ensuring compliance with WG&S broader technology infrastructure, policies and guidelines• Build and embed market analytics capability to support optimisation of RTC through effective use of commercial data gathered through existing and future commercial systems (e.g. Journey planning optimisation; sales lead generation etc.) working with Insights & Analytics• Develop strong relationships with key partners to ensure alignment across the Group, working pro-actively and constructively with the relevant teams and supporting cross-functional collaboration• Adhere to relevant WG&S' reporting standards and governance procedures, providing information and insights, and participating in meetings related to performance management and business planning as per the William Grant Way (WGW)	

Created by:	Jason Lucas
Date:	12 th March 2021



WILLIAM GRANT & SONS
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Date of last revision:	16 th March 2021