



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Distributor Manager
Business Unit / Group Function	ODC BU
BU Team / Sub-Function	Commercial
Location	Home-Based
Team Leader Role	Director – Commercial
Role Level	4A
Team Members	Yes
Role Purpose Supports Commercial Director by managing a state or sub-region and oversees all regional activities through distributor/broker organization, with emphasis on securing senior management commitments to WG&S goals and initiatives. Ensures that the region sales team and distributor/broker efforts are focused on appropriate accounts, territories, and channels in order to achieve WG&S long-term objectives. Appropriately manages market conditions, reacts to competitive activity and leads WG&S prioritization throughout distributor/broker network. Owns profit responsibility for the market(s) and maximizes profitability of the business through advanced pricing & programming skills; A & P investments & budget management; and long-term strategic development of the market(s).	
Accountabilities • Works and coordinates with distributor/broker management to pre-plan all WG&S activity in the market, including volume planning, spending initiatives, and KPI objectives. Achieving and securing senior distributor/broker management commitment to WG&S goals and initiatives. • Ensure a close follow up and the delivery of agreed distribution expansion plans and visibility initiatives by the distributors in line with RTC and MES principles. • Advise, agree and implement the Annual Promotional Plan (A&P + CD investments) with distributors by channel and customer following the brand 's guidelines given by Marketing within the agreed promotion budget. • Motivates distributor/broker sales team in order to achieve WG&S volume targets and sell-through objectives (POS, merchandising, drink lists, brand promotion) in the market. • Routinely analyses, verifies, and reports distributor/broker execution performance as well as gauges competitive activity in the market. Conducts business reviews with distributors/brokers in order to ensure WG&S goals are achieved. Identify and present momentum building and/or gap closing ideas. • Ensures all in-market spending/ monies are effectively spent, maximizing value creation. Manages budgets to ensure spending stays within assigned budgets. • Develops relationships with key members of the trade (retailer off-premise accounts, on-premise accounts, etc) in order to develop WG&S brands in the market. Gains appropriate commitments to WG&S initiatives. • Provides education/training to distributor/broker sales organization(s) and to key, influential members of the trade (retailers, bartenders, wait staff, etc).	