

Job Title	On Premise Specialist
Business Unit	ODC
Function/Region	Commercial
Location	Home-Based
Leader	Area Manager
People Leadership	N/A
Job Level	5
<p>Role Purpose 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.</p>	
<p>Accountabilities</p> <ul style="list-style-type: none"> • Build on-premise relationships with key influencers, utilizing education platforms and awareness of trends, both industry and non-industry; visit key accounts frequently • Execute WGS commercial excellence priorities and brand team marketing programs at priority accounts, with exclusive focus on assigned core brands • Develop relationships with top 10% at distributor partner (Influential sales people, Craft team, Mixology team), partnering with On-Premise District Manager • Support and leverage Brand Ambassadors as necessary relative to executing local events, recruiting and implementing in alignment with Commercial Excellence strategy • Work alongside On Premise DM and Regional marketing to develop specific programs for the influential On Premise accounts • Track activity and performance of key account relationships on GreatVines • Execute agreed plan and seed/nurture new brands as directed in market in relevant accounts • Execute assigned budgets against agreed CE expectations and agreed commercial KPI's 	