



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Channel Manager
Business Unit / Group Function	ODC BU
BU Team / Sub-Function	Commercial
Location	Home-Based
Team Leader Role	Distributor Manager
Role Level	4B
Team Members	No
Role Purpose Lead development of channel plans to profitably maximize the distribution, promotional activity and sales of the WG&S portfolio through the respective channel and ensure sustainable growth and profitability. Channel Manager is responsible for driving market level sales and marketing activities/programs for their channel, in conjunction with distributor/broker activities in order to achieve predetermined brand, volume, KPI (Key Performance Indicators) objectives. Manages and oversees all local activities through distributor/broker organization and ensures that the Division Commercial team and Distributor/broker efforts are focused on appropriate accounts, territories, and channels in order to achieve WG&S long-term objectives.	
Accountabilities <ul style="list-style-type: none">• Working with distributor/broker management and WG&S sales management to pre-plan all WG&S activity in the market, including volume planning, spending initiatives, and KPI objectives. Achieving distributor/broker management commitment to WG&S goals and initiatives; managing distributor resources and obtaining disproportionate share of mind for WG&S portfolio/growth brands.• Motivating and developing distributor/broker sales teams in order to achieve WG&S volume targets and sell-through objectives (POS, Program and Display execution, merchandising, brand promotion, staff training, menus) in the market for assigned channel.• Evaluating and analyzing market performance in order to ensure WG&S goals are achieved. Analyzing distributor/broker execution performance as well as gauge competitive activity in the market for assigned channel.• Managing distributor/broker teams to leverage and ensure flawless execution of all promotion activity in the market. Ensuring that promotion monies are effectively spent, maximizing value creation.• Evaluating and reporting on market results, as well as changing market activity on a routine basis. Providing recommendations, if required, on market actions needed in order to ensure WG&S plan achievement in the market for assigned channel.• Developing relationships with key members of the trade (Owners, chain decision makers, staff, etc) in order to develop WG&S brands in the market. Gaining appropriate commitments to WG&S initiatives.• Providing education/training, as required. Including the use of ambassador resources, as appropriate	