



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	On-Trade Sales Manager
Business Unit / Group Function	BBU
BU Team / Sub-Function	Commercial/Sales
Location	Singapore
Team Leader	Country Manager – Singapore & Philippines
Team Members	Yes
Job Level	4B
Role Purpose To deliver strong commercial outcomes within relevant on-trade outlets in conjunction with the KPIs that fall out of On-Trade brand plans. Be part of the journey of step changing the Singapore Distribution Company for the better and making it a strong/relevant player in the market. To be a member of the team contributing to the development and execution of the channel agenda in alignment with Brand Strategies – Specifically delivery against Distribution, Visibility & Activation.	
Accountabilities <ul style="list-style-type: none">• Achieve annual brand and individual objectives, creating a high performing culture and sharing best practice.• Leveraging strong knowledge and experience of the Singapore market to drive on-going win-win outcomes for WG&S and customers.• Work closely with the regional Marketing team to proactively maximise opportunities as well as review the performance of the team in all aspects of KPIs i.e. Distribution, Visibility & Activation.• Conduct regular reviews to ensure maximum effectiveness and appropriate coverage is achieved.• Ensure that the CRM system is fully utilised via the team with outlet data and visual imagery recorded in every call made.• Contribute to and drive an 'integrated marketing' brand led agenda that segments consumers appropriately.• Be the 'High End On-Trade' point of contact for the business attending events, building key relationships at appropriate events and activities.• Manage brand budget for your area to exceed team objectives.• Support the team in shaping the annual plan of activation and work closely with them to enable delivery.	