



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	On-Trade Specialist
Business Unit / Group Function	BBU
BU Team / Sub-Function	Commercial / Sales
Location	Singapore
Team Leader Role	Business Account Manager
Role Level	4B
Team Members	No
Role Purpose Act as a specialized educational and commercial resource who partners with local market distributor partners and teams to help drive rate of sale through key accounts. Identifies and capitalizes on opportunities for broader distribution through focus on educational excellence, advocacy, and specialist menu listings within identified segments. Exercise a high degree of persuasion to promote product quality and heritage through staff education, events as well as in building a relationship with target consumers and creating community within the trade.	
Accountabilities <ul style="list-style-type: none">• Establish relationships with and educate Key Accounts in order to improve merchandising, distribution and drive volume of brands through activations and menu listings.• Drive on-trade business through engaging consumers, bartenders, sommeliers, restaurant managers with tailored training programs: visibility drivers, competitions and events, and other appropriate activations (e.g. guest shifts, collaborations, temporary menus).• Be the face of mixology of WG&S in the on-trade for trade and consumers in events, tastings, social media etc.• Deliver minimum execution standards (MES) within your customers/channels and segments and ensure timely measurement via salesforce automation (SFA) or other forms of data capture.• Proactively analyse available data (distribution, sell through, uplifts, minimum execution standards progress etc) to build and execute against objectives.• Be fully aware of market trends (consumer, competitor, macro-economic) in order to provide insights and identify opportunities.	