



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Job Title</b>	<b>Business Account Manager</b>
<b>Business Unit / Group Function</b>	ODC UK
<b>BU Team / Sub-Function</b>	Commercial
<b>Location</b>	Field Based
<b>Team Leader</b>	<b>Channel Head</b>
<b>Team Members</b>	N/a
<b>Job Level</b>	4A
<b>Role Purpose</b> To deliver the commercial budget and share, by building strong and effective trading relationships that can be leveraged to optimise our brand distribution, visibility and activation. This sustainable growth and profitability for the Company should be achieved whilst balancing brand equity and value within set guidelines.	
<b>Accountabilities</b> <ul style="list-style-type: none"><li>• Deliver their customer(-s) role within channel strategy to fast track the WG&amp;S business and deliver sales, contribution and share growth in line with 5YP and budget ambitions.</li><li>• Within agreed guidelines, ensure sustainable profitable growth that balances brand equity and value.</li><li>• Execute pack and price strategies that optimise share growth within their RTC target customers</li><li>• Working with the virtual team (category, customer marketing, finance, NRM and supply chain) to set and deliver MES targets for their customer in line with annual targets and brand ambitions.</li><li>• Ensure all trade investments are supported with clear objectives and appropriate conditions.</li><li>• Own JBPs and Customer Account Plans that ensure agreements are clearly documented for both parties.</li><li>• Manage customer compliance to agreements, through regular reviews and interventions where required.</li><li>• Drive for ROI on Customer Investment through clear objectives and measurement and evaluation.</li><li>• Deliver brand activation standards in the account supported by Customer Marketing and Brand teams.</li><li>• Accountable for implementing rigorous operational standards and controls on forecasting and company spend to deliver within budgeted targets (e.g. Forecast Accuracy/Bias, Pricing, CD's, T&amp;E, Overheads, P-spend)</li><li>• Develop and sustain/improve customer engagement with trade partners and key contacts.</li><li>• Proactive member of the channel team – driving for company values on engagement, performance and development (incl. commitment to commercial competency development)</li></ul>	