## ROLE PROFILE

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| **Job Title** | Area Director  |
| **Business Unit / Group Function** | BBU |
| **BU Team / Sub-Function** | Commercial, LatAm |
| **Location** | Miami |
| **Team Leader**  | Regional Managing Director - LatAm |
| **Team Members** | Yes |
| **Job Level** | 3A |
| **Role Purpose** Take local P&L responsibility for the branded profit arising from the marketing and commercialisation of the brands in order to maximise long-term sustainable value growth. Build relationships with chosen local distributors according to the particular circumstances in a collaborative and professional manner, with particular attention to the respective economic interests, performance track record and capability, investment allocations, innovation and BBU determined prioritisation.  |
| **Accountabilities*** Manage and deliver the BBU local P&L performance for 3rd Party Markets and ensure sustainable growth and profitability for the Company, in order to build brand equity and long-term sustainable value.
* Manage the compliance of the region, ensuring compliance with the relevant regulatory frameworks.
* Build strong awareness of external market trends and developments (consumer, competitor, political insight) which informs commercial and operational decisions.
* Manage segmentation and prioritisation of geographies, channels for the market and ensure proper capacity planning to inform local plans.
* Oversee the development of the local sales and local brand plans using the BBU 5-year plan and A&P guidelines as core input and implement and adhere to the RTC operating Rhythm.
* Build local market(s) plan with the distributor(s) including marketing financial planning and local commercial terms and investments in line with local and global guidelines and, where applicable, joint business planning.
* Manage negotiations with local distributors to establish distribution agreements (DAs) including all terms of business related to the local distribution of WG&S brands in a given market or territory.
* Work with Regional Managing Director and Global Brand Teams to obtain A&P allocation from the BBU to deliver local brand plans.
* Oversee the planning and allocation of local A&P+CI budgets in line with agreed commercial plans.
* Implement and execute effective local distributor network, helping build in-market RTC plans and building distributor commercial capabilities as appropriate to ensure delivery of local objectives.
* Take the brand plans to market, in conjunction with the local Head of Marketing, transferring responsibility to the distribution network for implementation, where applicable, and holding them accountable.
* Drive brand performance in respective markets with the goal to build long-term brand equity based on global campaigns, shopper marketing material, upskilling, etc. and by ensuring compliance to global pricing guidelines.
* Manage the deployment of global tools to help the distributor network embed business fundamentals.
* Monitor sales and marketing performance using approved scorecards and course correct where appropriate.
* Manage and effectively track price, promotions, trade terms, depletion and stock in trade levels, investment allocations, innovation, and prioritisation in local market(s).
* Measure and evaluate the effectiveness of WG&S A&P and CD spend with the goal to consistently improve return on investment and net revenue management principle.
* Provide oversight of marketing / sales office including planning and execution of local plans.
* Develop and maintain strongly professional and productive relationships with third-party distribution partners and top relevant customers, where applicable.
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| **Created by:** | RMD |
| **Creation Date:** | April 2021 |
| **HRBP** |
| **Date of last revision:** | 1st July 2024 |