



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	Director - US Route-to-Consumer
Business Unit / Group Function	ODC BU
BU Team / Sub-Function	Commercial Sales
Location	NYO
Team Leader	VP, Commercial Planning & Execution
Team Members	Yes. Senior Manager, US RTC Analytics
Job Level	3B
Role Purpose	
Develop and lead delivery of the US RTC agenda and execution plan based on the market maturity assessment (MMA) and the agreed priorities for specific areas of RTC capability to improve. Act as lead champion for RTC and its benefits for the business with both internal and external audiences.	
Accountabilities	
<ul style="list-style-type: none">• Lead development and execution of annual RTC/ MMA action plan. Ensure plan supports delivery of US budget and financial commitments and is measured through relevant KPIs (universe coverage, net distribution and MES increase, quality of increase and ROI (where we have data)). Drive cross-functional alignment and adoption of plan & KPIs.• Lead development/optimization of RTC systems, tools, processes, and outputs. Ensure the GTS or distributor IT team are resourced to support the sales force automation and reporting. Provide support for harmonisation of reporting through RTC network.• Oversee development of RTC planning & M&E templates and reporting for the US commercial and marketing organizations. Oversee progress reporting of MES, activity KPIs (annual and programmatic) and setting of KPI targets for focus markets. Ensure commercial team, National Accounts, brand, and Exec alignment for all KPIs and targets.• Drive the US operating rhythm forward by embedding RTC touchpoints into internal & external commercial planning calendar, process, and deliverables, including lockdown meetings, commercial briefings, and global check-ins. Ensure RTC agenda and updates are included in Top-to-Top, distributor business review and US Exec meetings.• Ensure that the teams responsible for delivering the RTC framework have the right training, skills and competencies from the Global Sales College curriculum. Also ensure that the development is connected to the performance management and leadership development to ensure we are developing talent.• Provide progress reports to the leadership team and any Global forums to ensure that RTC is reported and governed with key metrics as part of the on-going business performance. Be clear about what is working and what is not working so as any required escalations to remove barriers so as the plan can consistently evolve and improve.• Lead RTC data analysis, identify and action key insights (working with shopper marketing & commercial planning).	



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- Oversee US RTC team. Develop and deliver against team vision. Provide RTC managers with clear responsibilities and priorities, effective and consistent coaching and regular career development coaching and opportunities.
- Develop and maintain exceptional relationships with key internal stakeholders including Brand, Commercial Planning, Commercial Region Directors, Shopper Marketing, National Accounts, BBU Managing Director and Global RTC in order to share best practices, close the gap on scorecards, and ensure US commercial planning strategies are built on strong cross-functional input and are aligned across the WGS organization.
- Develop process, reporting, KPIs and lead monitoring of distributor RTC, planning and budgeting compliance per contract