



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	Regional Director, GTR (IMEA)
Business Unit / Group Function	Global Travel Retail
BU Team / Sub-Function	BBU
Location	Richmond
Team Leader	Regional Managing Director, GTR
Team Members	Team including Regional Managers, Executives & CPAM's
Job Level	3A
Role Purpose An inspirational and determined leader, responsible for delivering the budgeted regional P&L through the marketing and commercialisation of the branded portfolio. Ensuring long-term and sustainable value growth through building strong partnerships with key retail partners and relevant distributors. Ensuring the best trading terms and allocation decisions are made through annual negotiations. An inspirational leader, who leads by example, is highly collaborative and professional both internally and externally, with particular attention to the cultural & economic market sensitivities. A passion to build a high performance team with exceptional business delivery	
Accountabilities • Build, lead and deliver the regional P&L in line with global objectives and prioritises. Ensure consistent sustainable growth and profitability for the Company, building long term brand equity and sustainable value growth. • Exceptional insight of market and competitor trends and developments (consumer, competitor, political insight, technological) which informs marketing, commercial and operational decisions. • Thought leadership on market segmentation and location priorities. Lead the S&OP cadence and deliverables, ensuring true rigour, exceptional planning and accurate forecasting. • Lead the development of customer 'Joint Business Plans' aligning to the 5-year plan volume, mix and investment mapping and RTC guidelines. • Lead powerful and transformational negotiations with key retail, maximising margin expansion, investment returns and leveraging the P&L and Brand plan deliverables. • Work with the Managing Director and senior leadership team (SLT) to create a winning team culture and team dynamic which provides experts in our channel and overt leadership for WG&S on the global stage. • Build in collaboration with central marketing inspirational and transformational Market plans which ensure WG&S continues to inspire consumers, partner effectively with customers and continues to provide true leadership in the channel. • Build a team of Brand Ambassadors with sales effectiveness tools using approved scorecards and course correct where appropriate. • Manage and effectively track customer pricing, promotions, trade terms, depletions and stock in trade levels, investment allocations, innovation, and prioritisation in local market(s) ensuring	



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adhered to correct ratios and hurdle rates.

- 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 principles.
- Fully control of all budgets, compliance requirements and regional accountability.

Created by:	Regional Managing Director, GTR
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HRBP:	Jack Arnold
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