



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Country Manager
Internal Reference	BBUCOM-0014
Business Unit / Group Function	BBU
BU Team / Sub-Function	Commercial
Location	Nairobi, Kenya
Team Leader Role	Regional Managing Director
Role Level	3B
Team Members	Yes
Role Purpose To deliver the company and BBU regions objectives by driving the development of WG&S brands across a region comprising a larger Country or a cluster of smaller markets. Ensuring strategic alignment and superior marketing and commercial execution from Distribution partner(s) and identifying potential for growth and building long-term sustainable profit streams.	
Accountabilities •Develop the relevant BBU Regional/Country 5-year plan and annual budget for the 3rd Party Markets in line with the global commercial plan, A&P guidelines and strategic choices which deliver against the corporate objectives. •Manage and deliver the BBU regional/Country 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. •Assess, select and manage an effective, long term third-party distribution partner network. Manage and effectively track depletion and stock in trade levels, investment allocations, innovation, and prioritisation for the Region/Country •Implement and execute the distributor network approach helping build in-market RTC plans and building distributor capabilities as appropriate. Manage the deployment of global tools to help the distributor network embed business fundamentals. •Take the brand plans to market, in conjunction with the Regional/Market Head of Marketing, transferring responsibility to the distribution network for implementation, and holding them accountable on a monthly and quarterly basis. Partner with WG&S global and local marketing team to deliver those plans ensuring all marketing activity meets brand guidelines. •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 •Oversee advertising and promotions strategy and execution, maximising efficiency of investment and ensuring consistency with both consumer and customer insight. Effectively 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	



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- Develop and demonstrate insights-led understanding of markets trends, shoppers, competitors, customers, and the local business frameworks to inform commercial decisions and drive superior growth.
- Build strong relationships and networks across the business, group and third parties and with individuals and global/ head office teams as well as global industry in order to identify, evaluate and exploit opportunities to improve performance and customer excellence
- Lead the delivery of Entity compliances in the market, liaising with the BBU Compliance Manager and cross-functional support to track implementation of the local compliance calendar. Own the Risk Register for the market, including risk mitigation plans.
- Lead, motivate and develop the local and cross-functional regional team in line with the company values to maximise employee performance and engagement