# WILLIAM GRANT & SONS
INDEPENDENT FAMILY DISTILLERS SINCE 1887

| Job Title | Route to Consumer Deployment Head |
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| Business Unit | BBU |
| Function/Region | Route to Consumer (Commercial) |
| Location | Richmond |
| Leader | Head of Route to Consumer |
| People Leadership | No |
| Job Level | 3B |

**Role Purpose**

Partner with market commercial leadership to effectively deploy and embed global RTC standards supporting Regional Managing Directors in assessing distributor needs and developing appropriate action plans and providing functional support as required.

Provides support and coaching to RTC hub functional resources and coordinates the effective deployment within and across markets to areas of highest priority. Ensures effective governance over RTC progress within regional accountability.

**Accountabilities**

- **Distributor Management:** Deploy global tools and processes to support Regional General Manager's in distributor selection and management ensuring consistency in application.

- **RTC development:** support development of RTC plans for 3PD markets based on market strategy and maturity assessment outcomes. Identify clear objectives and KPI's and support 3PD's in delivery of objectives. Support building 3PD partners understanding of the mutual benefits of RTC, and adapt RTC frameworks and tools to integrate into distributor operating models as required.

- **Sales force effectiveness:** deploy and embed tools and process to optimise sales force (direct and 3PD) efficiency and effectiveness in the activation of our brands, increasing the scale of our activation footprint.

- **Governance:** undertake market maturity assessments and maintain consistency of standards across all markets within region. Maintain oversight and visibility of RTC progress and identify interventions where required.

- **Leadership:** act as a valued partner to 3PD commercial leadership teams ensuring WG&S RTC standards are deployed effectively to deliver mutual value

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| Created by: | Jason Lucas |
| Date: | 12th March 2021 |
| HRBP: | Angela Corbett |
| Date of last revision: | |