



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Director – Commercial
Business Unit / Group Function	ODC BU
BU Team / Sub-Function	Commercial
Location	Home-based
Team Leader Role	Vice President – Commercial
Role Level	3B
Team Members	Yes
Role Purpose	
<p>Oversees and manages a key divisional region within the assigned WG&S distributor relationship. Manages and motivates the capability development for their assigned team of internal commercial sales professionals.</p> <p>Supports the Vice President – Commercial and manages all division/regional activities through distributor/broker organization, leading a team of professionals to ensure that efforts are focused on appropriate accounts, territories, and channels in order to achieve WG&S short and long-term profit and NSV objectives.</p>	
Accountabilities	
<ul style="list-style-type: none">• Works with Division Sales team and Distributor/broker management in the development of business plans for covered markets. Guides the pre-planning/budgeting of all WG&S activity in the market, including volume planning, spending initiatives, and KPI objectives. Directs and ensures senior distributor/broker management commitment to WG&S goals and initiatives.• Motivates and develops division/region commercial sales team in order to achieve WG&S volume targets and sell-through objectives (POS, merchandising, drink lists, brand promotion etc.) in the market.• Assesses and analyzes region performance in order to ensure WG&S goals are achieved. Routinely analyzes distributor/broker execution performance as well as gauging competitive activity in the market.• Oversees and determines training needed of division commercial sales team in order to build a high-performance team that accomplishes WG&S objectives.• Ensures all in-market spending is effective and maximizes value creation. Controls customer discounts and promotion budgets appropriately in order to best position WG&S for annual budget achievement and long-term development of WG&S brands.• Directs and monitors pricing in the division/region to ensure guidelines are adhered to and executed.• Routinely advises and reports on market results, as well as changing market activity. Provides recommendations and advises on market actions needed in order to ensure WG&S plan achievement.• Supports development of long-term strategic plans with a focus on sustainable profit and growth on our brands ensuring a disproportionate focus on our portfolio over the 5 year plan.	