



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Role Title</b>	<b>Business Development Executive - ODC UK</b>
<b>Internal Reference</b>	ODC-0010
<b>Business Unit / Group Function</b>	ODC
<b>BU Team / Sub-Function</b>	Commercial
<b>Location</b>	Home based
<b>Team Leader Role</b>	Regional Sales Manager; Sales Manager
<b>Role Level</b>	5
<b>Team Members</b>	No
<b>Role Purpose</b>	
To activate our premium brands by implementing activation and visibility programmes in premium On Trade outlets within the allocated territory, recruiting consumers. Managing a territory to exceed distribution and visibility targets.	
<b>Accountabilities</b>	
Working within a team and as a self-driven individual, manage a core number of Premium, Select and Exclusive accounts within a territory to deliver the On Trade brand building plan and activation programme.   KPIs on delivery against Distribution and Visibility as well as growing Gross Contribution of your top accounts.   Securing portfolio range distribution and cocktail menu status in key outlets to drive sales and advocacy of our brands.   Network with the key influencers in the territory and key route to market colleagues.   Achieve preferred partner status with key outlets by developing tailored solutions to meet consumer needs and establishing expert status through advice on the Spirits Category, proposing range by segmentation.  Deliver brand training modules to educate bar professionals and utilise Brand Ambassadors to supplement this as appropriate.   Record all relevant outlet information via the Customer Record Management system (Salesforce) and deliver presentations through use of WGS Brand App.   Identifying opportunities via Category Management data available and networking with customers to identify new brand / outlet opportunities that enable the targeting of the right consumers.   Use of WGS P&L to deliver profitable long-term growth of our Brands across their whole account base.   Effectively plan and manage the working day to ensure coverage is achieved at key trading times of customers. This will involve evening work and a requirement to live in the territory's core postcode.   Ensure, that customers are equipped to serve and promote WGS Brands to consumers and enable them to become future champions / ambassadors for our brands.   Effective journey planning to ensure adequate callage of current customers throughout the year.	
<b>Created by:</b>	Jordan Kemp
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<b>HRBP:</b>	Melissa Thomas
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