



WILLIAM GRANT & SONS

DATA SYSTEMS MANAGER

Job Title	Data Systems Manager
Business Unit / Group Function	Commercial
BU Team / Sub-Function	Sales Operations
Location	Home with regular travel
Team Leader	Sales Operations Controller
Team Members	None
Job Level	4B
Role Purpose To play a key role in supporting our UK Commercial team's vision as the Premium Partner of Choice by managing, developing and delivering best in class data systems, analysis and insights that enable the team to make informed choices through embedding the Route to Consumer framework in the UK	
Accountabilities <ul style="list-style-type: none">• Data mining and analysis to provide actionable insight and direction by consumer, customer and brand to enable the business to make decisions that support Route to Consumer and our UK strategy.• Managing the UK Salesforce (CRM) and Power Bi systems through -<ol style="list-style-type: none">1) Aligning with GTS on the training for all team members through induction and regular updates. Maintaining the UK as a centre of excellence for Field Sales Management.2) Continual focus on maximising the efficiency and effectiveness of the systems. Identifying opportunities for development, improvement and evolution.3) Maintaining and developing Power BI and CRM in the UK On and Off Trade channels using both internal and external data sources (e.g., existing data to support strategic decision making that drives our Minimum Executional Standards or provides a competitive advantage in the marketplace.)• Supporting the global roll out of CRM and Power BI across the global market, sharing best practise from the UK team and other markets to continuously improve our systems.• Maintaining and updating the On Trade database in terms of target generation and tracking, implementation of software developments, building sales team engagement, compliance and creating surveys.• Advising and guiding business decision making by reviewing Salesforce data with the Category Management team to identify opportunities through gap analysis and growth drivers.• Work with the commercial team on embedding M&E and the TPO tool which support the above.• Supporting the Sales Operations Controller on the embedding of the Route to Consumer framework (systems, tools, processes and outputs) across the business, driving progression in line with company focus objectives. Provide support for harmonisation of reporting through the RTC network.• Driving the development and management of scorecarding (including MES) across the Commercial team and wider business. Understanding the varying data sources, team requirements and interpreting for use in varying ways from in field usage in the FST and account managers to Management reporting for the Director team.• Managing key stakeholders in the UK and global business, engaging regularly and supporting management and delivery of the commercial strategy. In particular, owning the relationship with GTS to ensure we are aligning with global standards and leading best practise.	



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