



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Area Manager
Business Unit / Group Function	ODC/Commercial
BU Team / Sub-Function	Field Sales
Location	Home Based
Team Leader Role	Regional Sales Manager
Role Level	5
Team Members	No
Role Purpose: Manage selected off and on-premises customers to build the William Grant & Sons portfolio to gain new listings, improved positioning and off location display opportunities. A business and brand builder focusing on the key customers across all channels, striving to add value and form strong and enduring business relationships within targeted geographic areas.	
Accountabilities <ul style="list-style-type: none">• Deliver sales and profit targets for a territory within budget, executing pricing strategies.• Build and enhance the WG&S portfolio through Distribution, Activation & Visibility.• Negotiate additional promotions & displays at a store level to increase share of space and visibility of WG&S brands.• Manage a set call cycle effectively to maximise productivity covering key customers locally and regionally ensuring real time data is recorded and maintained via the company's Customer Relation Management system.• Completes and submits all reporting, expenses, Customer Relations Management and admin requirements within deadlines.• Compile a monthly report detailing achievements, market intelligence, challenges and work plan, sharing achievements with the broader business including photos, best practice etc. via monthly reports.• Manages trade/brand spend and operating costs in line with budget and operational guidelines.• Provides tailored proposals/recommendations to drive new opportunities for customers and the portfolio.• Activates and analyses promotion/activation activity and shares information/learning's across the business, proactively reporting on competitor activity and market intelligence.	
Created by:	Kirsty Ryan
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INDEPENDENT FAMILY
DISTILLERS SINCE 1867

WILLIAM GRANT & SONS