WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	**Assistant Sales Manager**
Business Unit / Group Function	BBU
BU Team / Sub-Function	Commercial/Sales
Location	Singapore
Team Leader Role	Business Account Manager
Role Level	4B
Team Members	No

Role Purpose

To deliver strong commercial outcomes within relevant On-Trade outlets in conjunction with the KPIs that fall out of On-Trade brand plans. Be part of the journey of step changing the Singapore Distribution Company for the better and making it a strong/relevant player in the market.

To be a member of the team contributing to the development and execution of the channel agenda in alignment with Brand Strategies specifically delivery against Distribution, Visibility & Activation.

Accountabilities

- Achieve annual brand and individual objectives, creating a high performing culture and sharing best practice.
- Leveraging strong knowledge and experience of the Singapore market to drive on-going win-win outcomes for WG&S and customers.
- Work closely with the regional Marketing team to proactively maximise opportunities as well as review the performance of the team in all aspects of KPIs i.e. Distribution, Visibility & Activation.
- Conduct regular reviews to ensure maximum effectiveness and appropriate coverage is achieved.
- Ensure that the CRM system is fully utilised via the team with outlet data and visual imagery recorded in every call made.
- Contribute to and drive an 'integrated marketing' brand led agenda that segments consumers appropriately.
- Be the 'High End On-Trade' point of contact for the business attending events, building key relationships at appropriate events and activities.
- Manage brand budget for your area to exceed team objectives.
- Support the team in shaping the annual plan of activation and work closely with them to enable delivery.