



<b>Job Title</b>	<b>Regional Director Southern Europe</b>
<b>Business Unit</b>	BBU
<b>Function/Region</b>	Commercial
<b>Location</b>	Richmond / Madrid
<b>Leader</b>	Regional Managing Director UK, France and Southern Europe
<b>People Leadership</b>	Yes
<b>Job Level</b>	3A
<b>Role Purpose</b>	
<p>Take P&amp;L responsibility for the branded profit arising from the marketing and commercialisation of the brands within Southern Europe, optimising brand value across the markets. Ensure strategic alignment, superior marketing and commercial execution throughout the chosen distributor base. Identify and maximise business opportunities, ensuring optimum route to market and route to consumer, in order to deliver annual financial results and long term sustainable profit growth for WG&amp;S Brands.</p>	
<b>Accountabilities</b>	
<ul style="list-style-type: none"> <li>• Develop the relevant BBU Regional/Country 5-year plan and annual budget for the 3<sup>rd</sup> Party Markets in line with the global commercial plan, A&amp;P guidelines and strategic choices which deliver against the corporate objectives.</li> <li>• Manage and deliver the BBU regional/Country P&amp;L performance for 3<sup>rd</sup> Party Markets and ensure sustainable growth and profitability for the Company, in order to build brand equity and long-term sustainable value.</li> <li>• Assess, select and manage an effective, long term third-party distribution partner network. Manage and effectively track depletion and stock in trade levels, investment allocations, innovation, and prioritisation for the Region/Country</li> <li>• Implement and execute the distributor network approach helping build in-market RTC plans and building distributor capabilities as appropriate.</li> <li>• Take the brand plans to market, in conjunction with the Southern Europe Senior Marketing Manager, transferring responsibility to the distribution network for implementation, and holding them accountable on a monthly and quarterly basis.</li> <li>• Manage the deployment of global tools to help the distributor network embed business fundamentals.</li> <li>• Drive brand performance in respective markets with the goal to build long-term brand equity based on global campaigns, shopper marketing material, upskilling, etc. and by ensuring compliance to global pricing guidelines</li> <li>• Effectively measure and evaluate the effectiveness of WG&amp;S A&amp;P and CD spend with the goal to consistently improve return on investment and net revenue management principles</li> <li>• Build strong awareness of external market trends and developments (consumer, competitor, political insight) which informs commercial and operational decisions.</li> <li>• Build strong relationships and networks across the business, group and third parties and with individuals and global/ head office teams as well as global industry in order to identify, evaluate and exploit opportunities to improve performance and customer excellence</li> <li>• Lead, motivate and develop the cross-functional virtual regional team in line with the company values to maximise employee performance and engagement</li> </ul>	
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Date:	April 2021
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Date of last revision:	April 2021