WILLIAM GRANT & SONS

# ROLE PROFILE

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| **Role Title** | **Area Manager** |
| **Internal Reference** | BBUCOM-0021 |
| **Business Unit / Group Function** | BBU |
| **BU Team / Sub-Function** | Commercial |
| **Location** | Johannesburg, South Africa |
| **Team Leader Role** | Regional Director |
| **Role Level** | 4A |
| **Team Members** | No |

**Role Purpose**

To deliver the company's commercial and marketing objectives within the regions of Angola, Zimbabwe, Namibia, Botswana, Mozambique and Zambia, in line with the Regional Directors overall regional commercial agenda. To accelerate growth across the region focussing on key strategic projects through broad commercial and brand building excellence. Maximize opportunities to build long-term brand equity and commercial value.

**Accountabilities**

- Act as the Area Manager for Angola, Zimbabwe, Namibia, Botswana, Mozambique and Zambia, within the Southern Africa region, owning the delivery of both commercial and brand building objectives and KPIs.
- Proactively manage and develop a strong regional distribution partner network. Foster strong relationships and engagement that deliver the business plans and performance promise (annual and 5 year plan).
- Ensure delivery of Profit and NSV (turnover) targets for the allocated markets while pro-actively and visibly managing risks and opportunities throughout the year.
- Facilitate and own annual brand plans for each market. Ensuring that, for tier 2 markets, brand strategies and growth models are aligned between distributors and global brand teams, driving both brand equity and market share. Ensure relevance to market and distributors, incorporating Route to Consumer principles and associated regional sales driver programmes, and implemented through Drive Cycles
- Negotiate and agree budgets & objectives with distributors' executive boards (approved by Regional Director and Regional Managing Director).
- Understand and deliver the pricing strategy for each brand and explore ways to optimise value chains and net revenue management.
- Build distributor's capabilities across all commercial fundamentals gaining visibility and control of distribution and brand execution standards.
- Proactively lead shipments plans for customers using depletions and stock level forecasts, monitoring and providing analysis on the P&L to deliver the annual budget and constantly seek ways to improve ROI
- Identify opportunities to build new business through existing and new customers or routes to market, utilising Value Pool analysis
- Be the expert on allocated market trends including consumer, competitor and political insight, and thereby identify further opportunities to drive business development.