## Role Profile

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| **Job Title** | **Area Manager** |
| **Business Unit** | ODC BU - WG&S Australia |
| **Function/Region** | Commercial/ Sales |
| **Location** | Australia |
| **Leader** | Regional Sales Manager |
| **People Leadership** | None |
| **Job Level** | 5 |
| **Role Purpose** Manages selected off and on-premises customers to build the William Grant & Sons portfolio in order 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 your geographic network. |
| **Accountabilities*** Deliver sales and profit targets for the 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. This call cycle will cover key customers locally and regionally and 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.
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| **Values**C:\Users\proval\Downloads\267177_7.png |
| **Core Competencies:**

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| **Deciding & Initiating Action*** Makes prompt, clear decisions which may involve tough choices or considered risks
* Takes responsibility for actions, projects and people
* Takes initiative and acts with confidence
* Initiates and generates activity
 | **Delivering Results & Meeting Customer Expectations*** Focuses on customer needs and satisfaction
* Sets high standards for quality and quantity
* Monitors and maintains quality and productivity
* Works in a systematic, methodical and orderly way
* Consistently achieves project goals
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| **Persuading and Influencing*** Makes a strong personal impression on others
* Gains clear agreement and commitment from others by persuading, convincing and negotiating
* Promotes ideas on behalf of self or others
* Makes effective use of political processes to influence and persuade others
 | **Presenting and Communicating Information*** Speaks clearly and fluently
* Makes presentations and undertakes public speaking with skill and confidence
* Responds quickly to the needs of an audience and to their reactions and feedback
* Projects credibility
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| **Planning and Organising*** Sets clearly defined objectives
* Plans activities and projects well in advance and takes account of possible changing circumstances
* Identifies and organises resources needed to accomplish tasks
* Manages time effectively
* Monitors performance against deadlines and milestones
 | **Relating and Networking*** Establishes good relationships with customers and staff
* Builds wide and effective networks of contacts inside and outside the organisation
* Relates well to people at all levels
* Manages conflict
* Uses humour appropriately to enhance relationships with others
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| **Skills and Qualifications:**Essential:* Proven track record of achievement within a sales capacity, ideally within the beverage alcohol sector
* Ability to do extensive travel across the state with 1 week per Quarter away on business
* Strong negotiation, communication and partnering capability
* Proficient IT capability (Excel/PowerPoint/Word/Customer Relations Management systems)
* Highly literate and numerate
* Strong capability in presentation/influencing skills (written and verbal)
* Strong relationship building skills
* Customer Relations Management system Experience
* Drivers Licence is mandatory
* Current RSA in local State or Territory

Desirable:* A confident and motivated self-starter
* Resilient and reliable
* Organised – a planner as well as an implementer
* A Team Player
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| **Created by:** | Karen Coyle |
| **Date:** | 15 Feb 2022 |
| **HRBP:** | Karen Coyle |
| **Date of last revision:** |  |