



WILLIAM GRANT & SONS

## ROLE PROFILE

|   |                                  |
|---|----------------------------------|
| <b>Role Title</b>   | <b>Head of Route to Consumer</b> |
| <b>Internal Reference</b>   | BBUCOM-0009                      |
| <b>Business Unit / Group Function</b>   | BBU                              |
| <b>BU Team / Sub-Function</b>   | Commercial                       |
| <b>Location</b>   | London                           |
| <b>Team Leader Role</b>   | Global Director of RTC           |
| <b>Role Level</b>   | 3A                               |
| <b>Team Members</b>   | Yes                              |
| <b>Role Purpose</b>   |                                  |
| <p>Ensures the effective deployment of global RTC standards within ODC and 3rd party markets supporting Regional Managing Directors in assessing distributor needs and developing appropriate action plans to build and embed capability.</p> <p>Provides leadership to RTC hub functional resources and coordinates the effective deployment within and across markets to areas of highest priority. Ensures effective governance over RTC progress within regional accountability.</p>  |                                  |
| <b>Accountabilities</b>   |                                  |
| <ul style="list-style-type: none"> <li>• Distributor Management: accountable for developing a standardised and common approach to our end to end distributor management approach, ensuring a rigorous approach to distributor selection, assessments, performance management and capability development in line with our RTC principles.</li> <li>• RTC framework and standards: global SME for Distributor Management (London Hub); Sales Operations (Singapore Hub)</li> <li>• RTC development: support Regional MD's to develop appropriate RTC development plans for priority markets based on market strategy and maturity assessment outcomes. Identify clear objectives and KPI's and manage deployment of global RTC functional resources as required to support markets in delivery of objectives. Support building 3PD partners understanding of the mutual benefits of RTC and adapt RTC frameworks and tools to integrate into distributor operating models as required.</li> <li>• Sales force effectiveness: deploy and embed tools and process to optimise sales force (direct and 3PD) efficiency and effectiveness in the activation of our brands, increasing the scale of our activation footprint.</li> <li>• Commercial Scorecard/SFA: support markets in development of commercial systems and reporting to ensure consistency of commercial scorecards. Build capability to leverage commercial systems and data to develop local insights to drive continual improvement in sales force efficiency and effectiveness of outlet activation</li> <li>• Governance: lead market maturity assessments and maintain consistency of standards across all markets within region. Maintain oversight and visibility of RTC progress and identify interventions where required.</li> <li>• Leadership: leads the global distributor management agenda. Partners with Regional General Managers to align on market prioritisation and deploys hub resources accordingly. Set the pace and inspire Hub team in delivering regional objectives</li> </ul> |                                  |