

ROLE PROFILE

Job Title	Area Manager
Business Unit	WG&S Australia
Function/Region	Commercial / Sales
Location	Australia
Leader	Regional Sales Manager
People Leadership	N/A
Job Level	5
Role Purpose Manages selected off and on-premises customers to build the William Grant & Sons portfolio 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 <ul style="list-style-type: none"> • 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 CRM system. • Completes and submits all reporting, expenses, CRM 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 	

Values



BE PROUD
We are proud of our brands, our heritage, and our commitment to superior quality in our products



BE RESPONSIBLE
We expect every individual and their teams to be accountable and to perform to their full potential



BE SUSTAINABLE
We wish to make a positive contribution to our communities and to our environment



BE PROFESSIONAL
We value integrity, transparency, professionalism and constructive debate within a team working culture



BE ENTREPRENEURIAL
We foster a forward thinking and innovative culture that recognises the need for innovative thinking and continuous improvement



THINK LONG TERM
We are proud of our brands, our heritage, and our commitment to superior quality in our products

Core Competencies

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

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

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

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/CRM systems)
- Highly literate and numerate
- Strong capability in presentation/influencing skills (written and verbal)
- Strong relationship building skills
- CRM 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

Created by:	Karen Coyle
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