

## ROLE PROFILE

<b>Role Title</b>	<b>Manager – Net Revenue Management</b>
<b>Business Unit / Group Function</b>	ODC
<b>BU Team / Sub-Function</b>	Commercial
<b>Location</b>	Home-Based
<b>Team Leader Role</b>	Director – Net Revenue Management
<b>Role Level</b>	4B
<b>Team Members</b>	No
<b>Role Purpose</b> To maximize sustainable profit through effective pricing and trade terms across all areas of the business in US Market and maximize returns through allocation of product to priority markets. Perform Decision Support on projects to evaluate opportunities in the market related to new brands, business venture and projects.	
<b>Accountabilities</b>  <b>Pricing</b> <ul style="list-style-type: none"> <li>Review implementation of recommended plans, analysing how differences have occurred &amp; recommend lawful strategies compliant with approved financial practices and standards to achieve targets.</li> <li>Develop &amp; implement a sustainable Price Strategy by brand variant / size that successfully minimizes commercial risks of trade price differentials and that is consistent with consumer price strategy, legally compliant.</li> <li>Develop &amp; deliver best practice Trade Terms Structure that enables WG&amp;S to focus spend &amp; investment consistently with best practice with key distributors. Develop, implement and ensure Division utilize common price structures to most effectively manage price changes and margin management.</li> <li>Work with local sales teams and National Accounts to develop &amp; deliver scan programming across key chain retailers, ensuring approved programs deliver on retail price strategy, remain within budget guidelines, and are legally compliant. Provide ongoing evaluation of scan programs to inform future decisions in order to find efficiencies and maximize effectiveness of this spend.</li> </ul> <b>Value Chain</b> <ul style="list-style-type: none"> <li>Provide total transparency of the key elements of the brand variant value chain (Govt/Trade/Distributor/WGS). This will inevitably result in a growing the NSV/case without necessarily impacting consumer price.</li> <li>On-going training of pricing management to organization to ensure high levels of competency of this skill throughout Commercial/Marketing/Finance teams.</li> </ul> <b>Decision Support</b> <ul style="list-style-type: none"> <li>Preparing and analyzing quarterly pricing reporting package from Vistaar (Budget) to include: Distributor Margin, Price Change Impact, Customer Discount Evaluation &amp; NSV Detailed Reporting by Market.</li> <li>Preparing and analyzing quarterly pricing reporting package from iDig (Actual) to include: Distributor Margin, Price Change Impact, Customer Discount Evaluation &amp; NSV Detailed Reporting by Market.</li> <li>Price survey administration and analysis: Commercial Team, Independent &amp; Nielsen. Triangulate the data and provide key insights into pricing execution vs. strategy.</li> <li>Assist NRM Director in development and delivery of measurement and evaluation process on key pricing programs (DA support, coupons, scans, etc).</li> </ul>	