



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	Senior Manager – Northern Europe
Business Unit / Group Function	BBU 3PM
BU Team / Sub-Function	Commercial – Northern Europe
Location	Richmond
Team Leader	Regional Director Northern Europe
Team Members	Yes
Job Level	3B
Role Purpose	
<p>To deliver the company and BBU regional objectives by driving the development of WG&S brands across Northern Europe. Ensuring strategic alignment, superior marketing and commercial execution from Distribution partner(s). Identifying potential for growth and building long-term sustainable profit streams.</p>	
Accountabilities	
<ul style="list-style-type: none">• Develop the relevant BBU Regional 5-year plan and annual budget for the 3rd Party Markets in line with the global commercial plan, A&P guidelines and strategic choices which deliver against WG&S corporate objectives.• Manage and deliver the Northern Europe region P&L performance for 3rd Party Markets and ensure sustainable growth and profitability for the Company, in order to build brand equity and long-term sustainable value.• Assess, select and manage an effective, long term third-party distribution partner network. Manage and effectively track depletion and stock in trade levels, investment allocations, innovation, and prioritisation for the Region/Country.• Influence distributor excellence, through Route to Consumer(RTC) market maturity development. Building in- market RTC plans and building distributor capabilities as appropriate. Manage the deployment of global frameworks and tools to help the distributor network embed business fundamentals.• Take the brand plans to market, in conjunction with the Regional Head of Marketing, transferring responsibility to the distribution network for implementation, and holding them accountable on a monthly and quarterly basis.• Partner with WG&S global and local marketing team to deliver those plans ensuring all marketing activity meets brand guidelines to build long term brand equity.	



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- Drive brand performance in respective markets with the goal to build long-term brand equity based on global campaigns, shopper marketing material, upskilling, etc. and by ensuring compliance to global pricing guidelines.
- Oversee advertising and promotions strategy and execution, maximising efficiency and effectiveness of investment and ensuring consistency with both consumer and customer insight. Effectively measure and evaluate the effectiveness of WG&S A&P and CD spend with the goal to consistently improve return on investment and net revenue management principles
- Develop and demonstrate insights-led understanding of markets trends, shoppers, competitors, customers, and the local business frameworks to inform commercial decisions and drive superior growth.
- Build strong relationships and networks across the business, group and third parties and with individuals and global/ head office teams as well as global industry in order to identify, evaluate and exploit opportunities to improve performance and customer excellence
- Lead the delivery of entity compliances in the market, liaising with the BBU Compliance Manager and cross-functional support to track implementation of the local compliance calendar. Own the Risk Register for the market, including risk mitigation plans.
- Lead, motivate and develop the local and cross-functional regional team in line with the company values to maximise employee performance and engagement
- Understand and deliver the pricing strategy for each brand and explore ways to optimise value chains and net revenue management.
- Visibly lead the Integrated Business Rhythm (IBOR) both internally and externally to ensure proper governance and control of the annual, quarterly and monthly commercial/marketing performance of the region.

Created by:	James Pennefather
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HRBP:	Nick Townsend
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INDEPENDENT FAMILY
DISTILLERS SINCE 1867

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