## ROLE PROFILE

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| **Role Title** | **Area Manager** |
| **Business Unit / Group Function** | ODC/Commercial |
| **BU Team / Sub-Function** | Field Sales |
| **Location** | Home Based |
| **Team Leader Role** | Regional Sales Manager |
| **Role Level** | 5 |
| **Team Members** | No |
| **Role Purpose:**Manage 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 targeted geographic areas. |
| **Accountabilities*** Deliver sales and profit targets for a 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 covering key customers locally and regionally ensuring real time data is 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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| **Created by:** | Kirsty Ryan |
| **Creation Date:** | February 2022 |
| **HRBP:** | Dee Brown |
| **Date of last revision:** | May 2025 |

T**his role is to manage selected off and on-premises customers to build the William Grant & Sons portfolio to gain new listening skills, improved positioning and off-country 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 targeted geographic areas.**

**Accountability:**

* Deliver sales and profit targets for a 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 the share of space and visibility of WG&S brands.
* Manage a set call cycle effectively to maximize productivity by covering key customers locally and regionally ensuring real time data is 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.