



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Role Title</b>	<b>Trade Marketing Executive</b>
<b>Internal Reference</b>	ODC-0116
<b>Business Unit / Group Function</b>	ODC
<b>BU Team / Sub-Function</b>	Commercial
<b>Location</b>	Taipei
<b>Team Leader Role</b>	Senior Trade Marketing Manager
<b>Role Level</b>	5
<b>Team Members</b>	No
<b>Role Purpose</b>	
Lead the activation of QDVAAA sales drivers across priority outlets in the market to achieve sustainable share growth for the William Grant & Sons portfolio. Manage compliance levels across the trade and build long term business relationships with our customers	
<b>Accountabilities</b>	
<ul style="list-style-type: none"><li>• Ensure production and delivery of tools to enable implementation of Minimum Execution Standards in all the target outlets in both On and Off Trade channels.</li><li>• Give clear execution guidelines and tools to salesforce to ensure flawless execution of both Minimum Execution Standards and defined activity programmes</li><li>• Play a lead role in planning and executing the annual calendar of Drive Cycle activities – including providing monthly status updates – to ensure delivery on time, on budget</li><li>• Lead from the front alongside commercial team to negotiate and implement activity in target outlets, ensuring that the commercial arguments are clear and persuasive</li><li>• Set SMART objectives for all Sales Driver activities and ensure that full post-evaluation is completed leading to actionable insights</li><li>• Compile a monthly report detailing successes, challenges and next month’s plan for the Country Manager and wider team.</li><li>• Ensure that successes, best practice and other important regional messages are cascaded to the wider team by sharing and promoting ideas from the monthly report, as appropriate.</li><li>• Manage and track the activity spend and operating costs in line with budget.</li><li>• Research proposals to drive new business opportunities in both On and Off Trade channels and make recommendations on the best course to the Country Manager.</li><li>• Complete and submit all reporting, expenses and other administration requirements in a timely manner</li><li>• Activation, analysis, measurement and evaluation of all trade promotions, ensuring trends discovered are shared with the wider team.</li><li>• Compile reports on competitor activity with the purpose of developing and maintaining awareness of any and all competition activity and its impact on our brands and plans</li></ul>	
<b>Created by:</b>	Jeff Chau
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