

Job Title	On Premise District Manager – North Texas
Business Unit	ODC BU
Function/Region	Commercial Sales
Location	Home-based (TX)
Leader	Area Manager
People Leadership	No
Job Level	4B
Role Purpose Manages and oversees all on-premise regional activities through distributor/broker organization, with emphasis on securing senior management commitments to WG&S goals and initiatives. Ensures that the Division Sales team and Distributor/broker efforts are focused on appropriate accounts, territories, and channels in order to achieve WG&S long-term objectives. Accurately reports market conditions, competitive activity, distributor/broker changes to WG&S senior management.	
Accountabilities <ul style="list-style-type: none"> • Works with Distributor/broker management to pre-plan / execute all WG&S activity in the market, including volume planning, spending initiatives, and KPI objectives. Securing senior Distributor/broker management commitment to WG&S on -premise goals and initiatives. • Motivates and develops Distributor/broker sales team in order to achieve WG&S on-premise volume targets and sell-through objectives (POS, merchandising, drink promotion, back bar placement, drink lists, distribution and brand promotion) in the market. • Manage and execute WG&S local market POS buy book procurement and manage to appropriate buy book budgets. • Assists in the management of WG&S agency personnel to ensure flawless execution of WG&S programming. Ensure alignment w/ KPI's of WG&S local market team. • Implement and execute WG&S commercial excellence priorities and brand team marketing programs. • Maintains and analyzes market performance in order to ensure WG&S on-premise goals are achieved. Routinely analyzes Distributor/broker execution performance as well as gauges competitive activity in the market. Conducts business reviews with distributors/brokers in order to ensure WG&S goals are achieved. • Monitors all in-market spending/ monies are effectively spent, maximizing value creation. Manages budgets to ensure spending stays within assigned budgets. • Reports on market results, as well as changing market activity on a routine basis. Provides recommendations on market actions needed in order to ensure WG&S plan achievement in the market. 	
Skills and Qualifications: <u>Essential:</u> <ul style="list-style-type: none"> • A strong background in the spirits and wine industry is required, with the number of years' experience dependent on the complexity of the market. A minimum of 3 years' experience, with supplier-side experience highly valued. • Excessive travel might be necessary, occasionally requiring air travel; must have a valid driver's license. • Exceptional selling, rapport-building skills. • Excellent verbal, written, and listening communication skills. • Computer skills are required in order to evaluate market performance and communicate internally/externally. • Strong personal drive and individual initiative in daily routine. • Solid problem solving skills and good analysis skills. • Effective distributor management capabilities and the ability to gain commitment of the distributor/broker sales and management teams to WGS brand- and volume-building initiatives. • Computer skills necessary to evaluate market performance and communicate internally & externally. • Requiring confidentiality in dealing with trade. <u>Desirable:</u> <ul style="list-style-type: none"> • Bachelor's Degree is strongly preferred. • Advanced influencing skills and customer service skills a plus. 	