



<b>Job Title</b>	<b>Area Manager, WA &amp; AK</b>
<b>Job Level</b>	4A
<b>Location</b>	Home-based
<b>Business Unit</b>	ODCBU
<b>Function</b>	Commercial Sales
<b>Leader</b>	Region Director
<b>People Leadership</b>	On Premise Specialist

### Role Purpose

Managing and overseeing all area activities through distributor/broker organization, with emphasis on securing senior distributor/broker management commitments to WGS goals and initiatives. The Area Manager ensures (in coordination with the Region Director) that distributor efforts are focused on appropriate accounts, territories, and priorities in order to achieve WGS long-term objectives. Manages and develops a team to deliver outstanding results.

### Responsibilities

- Working with District Managers and distributor management in the development of business plans for covered markets and being accountable for the results of the business plan. Pre-planning all WGS activity in the market, including volume planning, spending initiatives, and KPI objectives.
- Execution and management of US and Global WGS pricing strategies on all brands
- Secures senior distributor/broker management commitment to WGS goals and initiatives. Conducts business reviews with distributors in order to ensure WGS goals are achieved.
- Maintains and analyzing market performance in order to ensure WGS goals are achieved. Routinely analyzing distributor/broker execution performance as well as analyzing and gauging competitive activity in the market.
- Monitoring all in-market spending to ensure that monies are effectively spent, maximizing value creation. Managing budgets with direct reports so that spending stays within assigned budgets. Preparing reports for Region Manager.
- Developing relationships with key members of the trade (retailer on-premise accounts, etc) in order to develop WGS brands in the market. Gaining appropriate commitments to WGS initiatives.
- Providing education/training to distributor/broker sales organization(s) and to key, influential members of the trade (retailers, bartenders, wait staff, etc). Develops talent and mentors team within the organization in order for them to understand team objectives and increase individual's value to WGS.
- Achieving profit targets based on objectives for area of responsibility

### Values



**BE PROUD**  
We are proud of our brands, our heritage, and our commitment to superior quality in our products



**BE RESPONSIBLE**  
We expect every individual and their teams to be accountable and to perform to their full potential



**BE SUSTAINABLE**  
We wish to make a positive contribution to our communities and to our environment



**BE PROFESSIONAL**  
We value integrity, transparency, professionalism and constructive debate within a team working culture



**BE ENTREPRENEURIAL**  
We foster a forward thinking and innovative culture that recognises the need for innovative thinking and continuous improvement



**THINK LONG TERM**  
We are proud of our brands, our heritage, and our commitment to superior quality in our products



## Core Competencies:

### Deciding & Initiating Action

- Makes prompt, clear decisions which may involve tough choices or considered risks
- Takes responsibility for actions, projects and people
- Takes initiative and acts with confidence
- Initiates and generates activity

### Leading & Supervising

- Provides others with a clear direction
- Sets appropriate standards of behaviour
- Delegates work appropriately and fairly
- Motivates and empowers others
- Provides staff with development opportunities and coaching
- Recruits staff of a high calibre

### Persuading & Influencing

- Makes a strong personal impression on others
- Gains clear agreement and commitment from others by persuading, convincing and negotiating
- Promotes ideas on behalf of self or others
- Makes effective use of political processes to influence and persuade others

### Presenting and Communicating Information

- Speaks clearly and fluently
- Expresses opinions, information and key points of an argument clearly
- Makes presentations and undertakes public speaking with skill and confidence
- Responds quickly to the needs of an audience and to their reactions and feedback
- Projects credibility

### Entrepreneurial and Commercial Thinking

- Keeps up to date with competitor information and market trends
- Identifies business opportunities for the organisation
- Demonstrates financial awareness
- Controls costs and thinks in terms of profit, loss and added value

### Relating and networking

- Establishes good relationships with customers and staff
- Builds wide and effective networks of contacts inside and outside the organisation
- Relates well to people at all levels
- Manages conflict
- Uses humour appropriately to enhance relationships with others

## Skills and Qualifications:

### Essential:

- Excellent verbal, written, and listening communication skills
- Computer skills necessary to evaluate market performance and communicate internally & externally
- Strong personal drive and individual initiative in daily routine
- Advanced influencing skills and distributor management capabilities
- Solid problem solving skills and good analysis skills
- Ability to manage difficult, complex markets and achieve business objectives
- Strong finance and budget background
- A strong background in the spirits and wine industry is required, with the number of years' experience dependent on the complexity of the region. A minimum of 5 – 7 years' experience, with supplier-side experience highly valued
- Excessive travel might be necessary, occasionally requiring air travel; must have a valid driver's license

### Desirable:

- Customer service skills a plus
- Prior people management experience preferred
- Bachelor's Degree is strongly preferred