



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Regional Accounts Manager
Business Unit / Group Function	ODC BU
BU Team / Sub-Function	Commercial
Location	Home-based
Team Leader Role	Director – Regional Accounts
Role Level	4A
Team Members	No
Role Purpose Responsible for developing and implementing HQ account strategies in order to achieve brand, volume, and KPI objectives. Establishes strong relationships with account decision makers in order to maximize WG&S business and brand presence and works closely with WGS Sales team to ensure flawless execution of chain programs through Distributor/broker organization.	
Accountabilities <ul style="list-style-type: none">• Establishes all WG&S activity in assigned National Accounts, including volume planning, spending initiatives, and KPI objectives. Develops customized off-premise channel strategies and programs, as required, in order to advantage WG&S. Securing account commitment to WG&S goals and initiatives. Develops strong relationships with the Account Buyer/Category Manager to effectively enhance WG&S portfolio of brands.• Effectively communicates all National Account programs to WG&S Commercial, Marketing teams and to Distributor/broker management in order to ensure exceptional execution of approved programs.• Monitors all market performance and program results through Nielsen tracking, in-market surveys, and Distributor reporting in order to ensure WG&S volume targets and sell-through objectives (display, distribution, shelf facings, etc) in the assigned accounts are achieved. Reports market conditions, competitive activity to WG&S senior management.• Monitors all market spending to ensure that monies are effectively spent, maximizing value creation. Manages budgets so that spending stays within assigned budgets. Conducts ROI analysis on all major programs executed within assigned accounts. Makes appropriate recommendations based on ROI analysis.• 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 National Account channel.• Manages pricing within all assigned National Accounts so the everyday and feature pricing/promotional activity conforms to brand strategies. Ensures that all elements of merchandising standards, and brand positioning conform to WGS brand guidelines and strategies.• Meets with Distributor management in order to secure commitments to WG&S goals and initiatives. Uses category management expertise in order to maximize WG&S distribution, shelf presence, cold box presence, feature ad support, and display impact in all assigned accounts.	