

BUSINESS DEVELOPMENT EXECUTIVE

Job Title	Business Development Executive
Business Unit / Group Function	WG&S UK
BU Team / Sub-Function	Commercial – Field Sales Team
Location	Midlands & Central Field Based
Team Leader	Regional Sales Manager
Team Members	n/a
Job Level	5

Role Purpose

To activate our premium brands by implementing activation and visibility programmes in premium On Trade outlets within the allocated territory, recruiting consumers. Managing a territory to exceed distribution and visibility targets.

Accountabilities

- Working within a team and as a self-driven individual, manage a core number of Premium, Select and Exclusive accounts within a territory to deliver the On Trade brand building plan and activation programme.
- KPIs on delivery against Distribution and Visibility as well as growing Gross Contribution of your top accounts.
- Securing portfolio range distribution and cocktail menu status in key outlets to drive sales and advocacy of our brands.
- Work closely with your Team, Leader and Customer Marketing.
- Network with the key influencers in the territory and key route to market colleagues.
- Achieve preferred partner status with key outlets by developing tailored solutions to meet consumer needs and establishing expert status through advice on the Spirits Category, proposing range by segmentation.
- Deliver brand training modules to educate bar professionals and utilise Brand Ambassadors to supplement this as appropriate.
- Record all relevant outlet information via the Customer Record Management system (Salesforce) and deliver presentations through use of WGS Brand App.
- Identifying opportunities via Category Management data available and networking with customers to identify new brand / outlet opportunities that enable the targeting of the right consumers.
- Use of WGS P&L to deliver profitable long-term growth of our Brands across their whole account base.
- To make commercial decisions on where best to spend your time and invest in our assets to drive growth in the right accounts.
- To identify and win new and suitable outlets within your territory where WGS may not currently have any presence.
- Effectively plan and manage the working day to ensure coverage is achieved at key trading times of customers. This will involve evening work and a requirement to live in the territory's core postcode.
- Ensure, that customers are equipped to serve and promote WGS Brands to consumers and enable them to become future champions / ambassadors for our brands.
- Promoting of WGS brands through own social media outlets and that of customers.
- Effective journey planning to ensure adequate callage of current customers throughout the year.
- Brand Champion for one / various WGS Brands and responsible for full reporting throughout the year.

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