



WILLIAM GRANT & SONS

ROLE PROFILE

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| Role Title | Area Manager |
| Business Unit / Group Function | ODC BU – WG&S Australia |
| BU Team / Sub-Function | Commercial/Sales |
| Location | Australia |
| Team Leader Role | No |
| Role Level | 5 |
| Team Members | No |
| Role Purpose Manages selected off and on-premises customers to build the William Grant & Sons portfolio in order to gain new listings, improved positioning and off location display opportunities. A business and brand builder focusing on the key customers across all channels, striving to add value and form strong and enduring business relationships within your geographic network. | |
| Accountabilities <ul style="list-style-type: none">• Deliver sales and profit targets for the territory within budget, executing pricing strategies.• Build and enhance the WG&S portfolio through Distribution, Activation & Visibility.• Negotiate additional promotions & displays at a store level to increase share of space and visibility of WG&S brands.• Manage a set call cycle effectively to maximise productivity. This call cycle will cover key customers locally and regionally and recorded and maintained via the company's' Customer Relation Management system.• Completes and submits all reporting, expenses, Customer Relations Management, and admin requirements within deadlines.• Compile a monthly report detailing achievements, market intelligence, challenges, and work plan, sharing achievements with the broader business including photos, best practice etc. via monthly reports.• Manages trade/brand spend and operating costs in line with budget and operational guidelines.• Provides tailored proposals/recommendations to drive new opportunities for customers and the portfolio.• Activates and analyses promotion/activation activity and shares information/learning's across the business, proactively reporting on competitor activity and market intelligence. | |
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| Creation Date: | |
| HRBP: | N/A |
| Date of last revision: | |