



Job Title	Business Development Executive (Off Trade)
Job Level	5
Location	Hamburg
Business Unit	WGS Germany
Function	Commercial
Leader	Off Trade Team Manager, Germany
People Leadership	No direct report
Role Purpose <ul style="list-style-type: none">• Activates brands by implementing activation programmes in grocery outlets within a territory, recruiting consumers whilst improving distribution and visibility• Execute the Germany Off Trade sales vision and strategy	
Responsibilities <ul style="list-style-type: none">• In alignment with Off Trade Team manager, manage a core number of grocery outlets within territory to deliver activation programme• Reflect customer needs with the capabilities of WGS to provide the best value on both sides• Implement the measures successfully and on schedule and thus meet the customer requirements, achieving preferred partner status with key outlets, and ensuring best in store execution (picture of success)• Build effective and long-term business relationships and make us an indispensable partner• Implement activities with customer in the area of your responsibility• Effective journey planning to ensure adequate servicing of current customers throughout the year.• Record all relevant outlet information via the Customer Record Management system (CRM) and deliver presentations through use of WGS Brand App.• Positive driver of promoting, developing and embedding a 'one team' approach to support the delivery of the German business	
Key Performance Metrics:	
KPI	Description
1. TBC	
2. TBC	
3. TBC	
4. TBC	

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

Planning and Organising

- Sets clearly defined objectives
- Plans activities and projects well in advance and takes account of possible changing circumstances
- Identifies and organises resources needed to accomplish tasks
- Manages time effectively
- Monitors performance against deadlines and milestones

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

Delivering Results & Meeting Customer Expectations

- Focuses on customer needs and satisfaction
- Sets high standards for quality and quantity
- Monitors and maintains quality and productivity
- Works in a systematic, methodical and orderly way
- Consistently achieves project goals.

Following Instructions and Procedures

- Appropriately follows instructions from others without unnecessarily challenging authority
- Follows procedures and policies
- Keeps to schedules; arrives punctually for work and meetings
- Demonstrates commitment to the organisation
- Complies with legal obligations and safety requirements of the role.

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

Skills and Qualifications:

Essential:

- A prior track record of success within off trade sales
- Strong negotiation and communication skills
- IT Skills (excel/powerpoint/word)
- Numerate
- Above average presentation skills written and verbal
- Strong relationship building skills



Desirable:

- Prior experience in the spirits, FMCG or luxury sectors.
- Confident and motivated
- Organised – a planner as well as an implementer

Created by:

Date:

HRBP:

Date of last revision: