## ROLE PROFILE

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| **Role Title** | **Business Development Executive - ODC UK** |
| **Internal Reference** | ODC-0010 |
| **Business Unit / Group Function** | ODC |
| **BU Team / Sub-Function** | Commercial |
| **Location** | Home based |
| **Team Leader Role** | Regional Sales Manager; Sales Manager |
| **Role Level** | 5 |
| **Team Members** | No |
| **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. <br/><br/>KPIs on delivery against Distribution and Visibility as well as growing Gross Contribution of your top accounts. <br/><br/>Securing portfolio range distribution and cocktail menu status in key outlets to drive sales and advocacy of our brands. <br/><br/>Network with the key influencers in the territory and key route to market colleagues. <br/><br/>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.<br/><br/>Deliver brand training modules to educate bar professionals and utilise Brand Ambassadors to supplement this as appropriate. <br/><br/>Record all relevant outlet information via the Customer Record Management system (Salesforce) and deliver presentations through use of WGS Brand App. <br/><br/>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. <br/><br/>Use of WGS P&L to deliver profitable long-term growth of our Brands across their whole account base. <br/><br/>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. <br/><br/>Ensure, that customers are equipped to serve and promote WGS Brands to consumers and enable them to become future champions / ambassadors for our brands. <br/><br/>Effective journey planning to ensure adequate callage of current customers throughout the year. |
| **Created by:** | Jordan Kemp |
| **Creation Date:** | 10/10/2021 |
| **HRBP:** | Melissa Thomas |
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