



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	Regional Executive - Kenya
Business Unit	BBU 3PM
Function/Region	Commercial – Africa
Location	Nairobi
Leader	Regional Director
People Leadership	No
Job Level	5

Role Purpose:

Lead the deployment of tools and assets that will service the Regional Director, Customer Marketing Manager and 3rd Party distributor sales teams. Generate reporting via PowerBi and other insights platforms to inform M&E, lockdown meetings and sales briefings. Ensure controls and governance are maintained at the highest levels within the regional office.

Accountabilities:

- Ensure production and delivery of tools to enable implementation of Minimum Execution Standards and activations in all the target outlets in both On and Off Trade channels.
- Give clear execution guidelines and tools to salesforce, through lockdown meetings and sales briefings, to ensure flawless execution of both Minimum Execution Standards and defined activation programmes
- Play a lead role in planning and executing the annual calendar of Drive Cycle activities – including providing monthly status updates – to ensure delivery on time, on budget
- Lead from the front alongside commercial team to negotiate and implement activity in target outlets, ensuring that the commercial arguments are clear and persuasive
- Set SMART objectives for all Sales Driver activities and ensure that full post-evaluation is completed leading to actionable insights
- Compile a monthly report detailing successes, challenges and next month's plan for the Country Manager and wider team. This reporting should cover all aspects of the RTC framework.
- Ensure that successes, best practice and other important regional messages are cascaded to the wider team by sharing and promoting ideas from the monthly report, as appropriate.
- Manage and track the activity spend and operating costs in line with budget.
- Research proposals to drive new business opportunities in both On and Off Trade channels and make recommendations on the best course to the Country Manager.



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- Complete and submit all reporting, expenses and other administration requirements in a timely manner
- Activation, analysis, measurement and evaluation of all trade promotions, ensuring trends discovered are shared with the wider team.

Compile reports on competitor activity with the purpose of developing and maintaining awareness of any and all competition activity and its impact on our brands and plans.

Created by:	James Pennefather
Date:	July 2021
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Date of last revision:	January 2024 (Matt Billingham)