



Job Title	Business Development Executive
Job Level	5
Location	Home based (Scotland)
Business Unit	WG&S UK
Function	Commercial – Meta Luxury
Leader	Senior Meta On Trade Manager
People Leadership	None
Role Purpose	
<p>To represent the WG&S UK brands in Scotland’s leading and Meta Luxury On-Trade accounts.</p> <p>To secure distribution of WG&S UK brands within key influential Scottish On Trade venues to optimise sales, visibility, NSV and contribution. To create halo brand building activations and experiences to ensure PR-able and share-worthy stories.</p>	
Responsibilities	
<ul style="list-style-type: none">• Working within the Meta team managing number of Meta accounts within Scottish On-Trade to build our Meta presence and create disruptive & PR able activations.• KPIs on delivery against Distribution, Visibility, Activation and Advocacy as well as growing Gross Contribution of your accounts, captured through Salesforce.• Securing portfolio range distribution and cocktail menu status in key outlets to drive sales and advocacy of our Meta portfolio brands.• Close working with the broader Scottish team BDEs and RTM colleagues to drive the broader WGS Meta agenda.• Deliver Meta brand immersive experiences to educate bar professionals and trade influencers.• Create world class disruptive consumer activations in key Meta accounts to deliver PR worthy stories, embedding our brands via luxury collaborations and experiences.• 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.• Deliver 360 plan of Meta brands through own social media platforms and that of accounts digital footprint.• Effective journey and work planning to ensure adequate callage of all customers throughout the year with seasonal adjustments where necessary.• Network with influencers in the Luxury Scotland space to embed our brands in Luxury and build cultural relevance.• Create an annual activation plan in collaboration with Meta Customer Marketing & PR Manager.	



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



Role specific competencies and skillset:

Relating and Networking

- Establishes good relationships with customers and staff
- Builds wide and effective networks of contacts inside and outside the organisation
- Relates well to people at all levels
- Manages conflict
- Uses humour appropriately to enhance relationships with others

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

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

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.

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

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

Skills, Qualifications and Experience:

Essential:

- Strong financial acumen.
- Able to demonstrate an understanding of the balance between commercial delivery and the brand building agenda.
- Excellent IT skills; skilled in using data to interpret insights.
- Strong relationship management skills.
- Ability to influence at a variety of levels.
- Excellent presentation skills – prior experience of delivering training / presentations would be highly advantageous.
- Adaptable, resilient, creative and extremely organised.
- Full, clean UK Driving Licence.

Desirable:

- Educated to degree level.
- Sales or marketing experience; knowledge and experience of activating brands in the On Trade.
- Experience working in a Premium, Select or Exclusive venue.
- WSET qualification and knowledge of the spirits industry.

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