



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	Sales Force Automation Manager
Business Unit / Group Function	BBU
BU Team / Sub-Function	Route to Consumer (Commercial)
Location	UK
Team Leader	Head of Commercial Operations and Systems
Team Members	No
Job Level	4A
Role Purpose Responsible for the implementation of sales force automation technology into the business in line with WG&S guidelines delivering commercial excellence, while providing recommendations and guidance to the commercial and sales operations teams on how to leverage technology effectively in their processes.	
Accountabilities SFA technology deployment: <ul style="list-style-type: none">• Co-ordinate deployment into new markets ensuring consistency and standardisation through effective scope development and sign off from all relevant stakeholders.• Monitor project backlog (Agile) and partner with GTS, Sales Ops and vendor to ensure on time and on budget delivery and coordinate governance and stakeholder engagement sessions.• Jointly produce training content and internal comms to facilitate technology adoption in markets. RTC Operating Model: <ul style="list-style-type: none">• Ensure that the SFA configuration is in line with the RTC operating Model. Implementing changes in line with any updates made.• Partner with the channel development to ensure that global minimum execution standards (MES) and activation standards are aligned with markets and implemented in the system in line with established data standards.• Maintain and system change control process in partnership with GTS. New System evaluation: <ul style="list-style-type: none">• Partner with GTS to evaluate new commercial systems and technologies as applicable to the implementation of the WG&S Commercial data roadmap.	



SFA partner management:

- Jointly facilitate with GTS the management of the global SFA provider relationship and service level agreement.
- Produce statistics and input for formal monthly governance meetings with the SFA provider.
- Assess vendor technology pipeline.

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