

Role Title	Sales Operations Executive
Internal Reference	ODC-0091
Business Unit / Group Function	ODC
BU Team / Sub-Function	Commercial
Location	TBC
Team Leader Role	Sales Capability and Operation Manager
Role Level	5
Team Members	No
Role Purpose Support the sales teams in commercial data management and lead the implementation of RTC sales drivers in the market to achieve sustainable share growth for the William Grant & Sons portfolio. Deploy commercial systems and tools that enable the sales team to execute in outlet effectively. Manage compliance levels across the trade and support the sales team in build long term business relationships with our customers.	
Accountabilities <ul style="list-style-type: none"> • Ensure delivery and effective use of tools and systems to support sales team's execution in both On and Off Trade channels • Give clear execution guidelines to ensure callage, coverage, distribution, and Minimum Execution Standards annual targets are delivered • Manage all commercial data received from customers, ensuring accuracy and timely upload to relevant commercial systems that enable continuous and detailed analysis • Support the Senior Regional Sales Manager in monthly forecasts in line with the S&OP cycle • Support the sales team and customers by issuing requiring documentation: contracts, letters, and announcements • Lead Route-to-Market tracking in the region using relevant systems, in partnership with Supply Chain team, and compile monthly or quarterly reports to highlight compliance risks. • Manage trade spend effectively by governing contract outlets investment, performance, and analysis, ensuring contract outlets are delivering brand awareness and sales value growth. • 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 • 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:	Commercial Director
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