



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Job Title</b>	<b>Regional Manager</b>
<b>Business Unit / Group Function</b>	BBU
<b>BU Team / Sub-Function</b>	Global Travel Retail
<b>Location</b>	Singapore
<b>Team Leader</b>	Regional Director
<b>Team Members</b>	1 x Customer Planning & Activation Manager
<b>Job Level</b>	4A
<b>Role Purpose</b>	
Achieve commercial & brand objectives within the region through delivering our standards of excellence across global accounts, defining and implementing an efficient and effective route to market and maximizing business opportunities with existing and new customers. Ensuring delivery of short-term financial results, balanced with long term profit and brand health growth for the region.	
<b>Accountabilities</b>	
<ul style="list-style-type: none"><li>• Manage a Regional P&amp;L and with variations in profit (PAM) across brand, customer, channel &amp; market to deliver the annual budget and constantly seek ways to improve ROI and profitability.</li><li>• Lead the delivery of our channel's premium+ and luxury brand objectives across the region to act as a halo for our domestic business.</li><li>• Proactively manage a wide geographical spread of customers and multi-channel store level distribution network within the region, establishing strong relationships, that deliver the business plans and achieve long term sustainable growth</li><li>• Plan, set and agree budgets with Regional Director whilst understanding and delivering the pricing strategy and other net revenue levers to grow &amp; maximize brand/region value.</li><li>• Work in collaboration with other Regional Managers as part of a matrix team to ensure co-ordinated plans for Global Customers.</li><li>• Build new business through existing and new customers and/or routes to market aligned to the channels/portfolios strategy.</li><li>• Build solid awareness of market trends (PESTLE, consumer, competitor, volumetric) in order to provide regular, accurate forecasting and identify risks and opportunities for region vs plan.</li><li>• Full ownership of WG&amp;S defined execution standards of excellence for the region across quality, distribution, visibility, activation, advocacy and appropriate pricing</li><li>• Work collaboratively with domestic teams to deliver omni-channel campaigns through aligning brand strategy &amp; focus markets with consistent and joined up comms &amp; activations.</li><li>• Effectively manage the data and information requirements of the market, working with relevant support functions to maximize time and ensure monthly reports are written and delivered on time.</li></ul>	
<b>Created by:</b>	Adam Green
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<b>HRBP:</b>	Jack Arnold



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