



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Role Title</b>	<b>Distributor Manager</b>
<b>Business Unit / Group Function</b>	ODC BU
<b>BU Team / Sub-Function</b>	Commercial
<b>Location</b>	Home-Based
<b>Team Leader Role</b>	State Distributor Manager
<b>Role Level</b>	4A
<b>Team Members</b>	No
<b>Role Purpose</b> Supports Commercial Director by managing a state or sub-region and oversees all regional activities through distributor/broker organization, with emphasis on securing senior management commitments to WG&S goals and initiatives. Ensures that the region sales team and distributor/broker efforts are focused on appropriate accounts, territories, and channels in order to achieve WG&S long-term objectives. Appropriately manages market conditions, reacts to competitive activity and leads WG&S prioritization throughout distributor/broker network.  Owns profit responsibility for the market(s) and maximizes profitability of the business through advanced pricing & programming skills; A & P investments & budget management; and long-term strategic development of the market(s).	
<b>Accountabilities</b> <ul style="list-style-type: none"><li>• Works and coordinates with distributor/broker management to pre-plan all WG&amp;S activity in the market, including volume planning, spending initiatives, and KPI objectives. Achieving and securing senior distributor/broker management commitment to WG&amp;S goals and initiatives.</li><li>• Ensure a close follow up and the delivery of agreed distribution expansion plans and visibility initiatives by the distributors in line with RTC and MES principles.</li><li>• Advise, agree and implement the Annual Promotional Plan (A&amp;P + CD investments) with distributors by channel and customer following the brand 's guidelines given by Marketing within the agreed promotion budget.</li><li>• Motivates distributor/broker sales team in order to achieve WG&amp;S volume targets and sell-through objectives (POS, merchandising, drink lists, brand promotion) in the market.</li><li>• Routinely analyses, verifies, and reports distributor/broker execution performance as well as gauges competitive activity in the market. Conducts business reviews with distributors/brokers in order to ensure WG&amp;S goals are achieved. Identify and present momentum building and/or gap closing ideas.</li><li>• Ensures all in-market spending/ monies are effectively spent, maximizing value creation. Manages budgets to ensure spending stays within assigned budgets.</li><li>• Develops relationships with key members of the trade (retailer off-premise accounts, on-premise accounts, etc) in order to develop WG&amp;S brands in the market. Gains appropriate commitments to WG&amp;S initiatives.</li><li>• Provides education/training to distributor/broker sales organization(s) and to key, influential members of the trade (retailers, bartenders, wait staff, etc).</li></ul>	