



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	RTC & Activation Manager, South East Nigeria
Business Unit / Group Function	BBU 3PM
BU Team / Sub-Function	Commercial – Nigeria/Africa
Location	South East Nigeria (Benin)
Team Leader	Country Manager, Nigeria
Team Members	No
Job Level	4B
Role Purpose Deliver the Company's commercial and marketing objectives within the relevant channel(s) and region. Working with the in-market distribution partners, maximise opportunities, grow the existing business and strengthen the long-term brand equity in the relevant channel(s). Create a laser focus on driving activation at scale in priority outlets within priority geographies	
Accountabilities <ul style="list-style-type: none">• Partner with in-market distribution partners, taking responsibility for a defined channel customer base and outlet universe in a specific priority region.• Agree commercial budgets and detailed commercial KPIs with the Country Manager and deliver these through in market distribution partners.• Hold in-market distribution partners to account with both the development and execution of channel plan(s) based on the route to consumer programme to drive optimal distribution, MES and activation.• Ensure our in-market distribution partners effectively execute our planned marketing activities and measure their effectiveness using the required guidelines, standards and toolkits.• Work with our in-market distribution partners to implement shopper marketing principles to drive the targeted visibility and activation in the channel(s).• Build strong, mutually beneficial relationships with distribution partners and key trade outlets.• Analyse available data (depletions, stock levels, forecasts, distribution, MES, activations and market shares) and leverage insights to stay informed of trends, identify gaps, make and act on recommendations on feasible solutions.• Understand and deliver the pricing strategy for each brand and explore ways of generating value.	



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- Be fully aware of market trends (consumer, competitor, macro-economic) in order to provide insights and identify opportunities in conjunction with the Country Manager, Regional Marketing Team and in market distribution partners in order to drive business development through existing and new customers or routes to market.

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