## ROLE PROFILE

|  |  |
| --- | --- |
| **Role Title** | **Channel Manager** |
| **Internal Reference** | ODC-0014 |
| **Business Unit / Group Function** | ODC |
| **BU Team / Sub-Function** | Commercial |
| **Location** | TBC |
| **Team Leader Role** | Head of Sales - Taiwan |
| **Role Level** | 4A |
| **Team Members** | Yes |
| **Role Purpose**  To lead development of Channel Plans, and build effective customer trading relationships with each group to profitably maximise the distribution, promotional activity and sales of the WG&S portfolio through the respective channel and ensure sustainable growth and profitability for the region. | |
| **Accountabilities**  • Lead, motivate and develop the team members in line with the Company Values to maximise employee engagement and deliver the business results. <br/>• Develop, implement, monitor and adjust individual account plans in order to deliver the Channel strategy and profitability targets through sound financial planning, brand strategy implementation, resource management and effective use of systems and processes <br/>• Lead and drive critical negotiations with Key Customers, developing senior trade relationships and establishing positive relationships and joint working practices with designated customers through effective cross functional networking to optimise distribution, brand activation, visibility, NSV and profit for company within agreed budgets and business guidelines.  <br/>• Build strong relationships and networks across the business with third parties and key account customers in the channel to identify, evaluate and exploit opportunities to improve sales performance and customer excellence. <br/>• Monitor and review the effectiveness of account plans, carrying out Joint Business Planning and making adjustments needed for any new market/trade factors after the agreement with the customer and internal stakeholders <br/>• Agree the Annual Promotional Plan with each group for all Brands/SKUs taking into account promotion frequency and depth when compared to the competitive set and within the agreed promotion budget, ensuring a high standard of customer centricity. <br/>• Build positive working relationships with Customer Marketing, Brand Marketing and technical teams to build robust Omni-channel plans for execution <br/>• To optimise ongoing growth and profitability for the Channel by profiling the trade and customer focus, seeking out and identifying new challenges and opportunities with key stakeholders and third party partners to drive sustainable business growth and profitability. <br/>• Effective wholesaler management to drive accuracy of sell-out data, work closely with wholesalers to achieve promotion activations and sales target. <br/>•  <br/> | |
| **Created by:** | Ting-Ting Hsu |
| **Creation Date:** | 08/08/2023 |
| **HRBP:** | Shayne Goh |
| **Date of last revision:** | 14/01/2024 |