



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	Business Account Manager, Off-Trade & E-Commerce
Business Unit / Group Function	BBU
BU Team / Sub-Function	Commercial – SEA
Location	Singapore
Team Leader	Country Manager – Singapore & Philippines
Team Members	Yes
Job Level	4A
Role Purpose	
Manage development of annual Joint Business Plans and build effective customer trading relationships to profitably maximise the distribution, promotional activity, and sales of the WG&S portfolio through the off-trade and ecommerce channels in Singapore.	
Accountabilities	
<ul style="list-style-type: none">• Understand local market, shopper, consumer, and customer insights and use it to develop local plans, category development opportunities, and relevant growth drivers• Work with Country Manager to build callage and coverage model, segment and prioritise within assigned channels, define outcomes and profitability targets, and ensure proper capacity planning to feed into local sales and channel plans• Develop effective joint customer plans, including joint business planning where applicable, with clearly defined drivers and targets (volume, value, contribution targets etc.) for both WG&S and the customer• Effectively communicate all key account programs to WG&S Commercial & Marketing teams and to Distributor Management to ensure exceptional execution of approved programs• Implement individual account plans in line with local RTC plans by working closely with the distributors• Manage trade marketing activities with customers in collaboration with local (shopper) marketing teams and work with sales force to ensure proper in-store execution and activation• Continually monitor and review the effectiveness of account plans, adjusting for any new market/trade factors after agreement with customers and internal stakeholders• Work with local Marketing and Commercial teams to properly execute and control A&P + CD investments in Key Customer Accounts in line with approved investment plans• Build and agree Annual Promotional Plans and budgets for all brands, considering promotion frequency and depth (effective NRM); Manage customer pricing and investments in line with NRM guidelines• Drive critical negotiations with Key Customers, developing strong trade relationships to optimise distribution, brand activation, visibility, NSV and profitability	



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- Be the main customer interface, ensuring smooth contact and handovers between customer, internal teams, and distributor where appropriate (e.g. logistics, trade marketing, finance, commercial)
- Manage local sales operations and sales force (where applicable) and ensure teams are equipped with proper tooling and metrics
- Implement an operating rhythm with the customer with clear review moments and touchpoints and aligned with WG&S internal operating rhythm
- Monitor customer performance using a clear scorecard and act upon outcomes
- Develop sales capability of (Merchandiser) sales force