

Job Title	General Manager, Commercial
Business Unit	ODCBU
Function/Region	Commercial
Location	Home Based
Leader	President & Managing Director, US ODC
People Leadership	Yes
Job Level	2
Role Purpose	
<p>To provide commercial leadership and strategic vision across the US ODC Commercial team. The role will be accountable for the delivery of plans and annual commercial targets across all major channels of trade for the US ODC – retail, on-premise, e-commerce and military along with ownership for the commercial planning function. The role will also be responsible for senior level ownership of the distributor network across the US and be required to animate distributors against all of the key William Grant Way requirements and support delivery of a new contractual framework.</p>	
Accountabilities	
<ul style="list-style-type: none"> • Lead the US commercial team and deliver the commercial strategy that harnesses the power of a singular structure whilst delivering on the key channel and regionality differences that exist. • Lead the establishment, development and application of the commercial planning function to ensure that brand plans are fully delivered into engaging commercial activation plans that fit the needs and timelines of the national distributor network. • Collaborate with the US Executive Team to develop stretching annual and 5YP national targets across the WG&S US portfolio. Cascade targets and spends down through the Commercial organization appropriately to reflect brand/market prioritization, opportunity and investment. • Embed the William Grant Way programs and ways of working into the commercial team and distributor partners through living the RTC metrics in everyday targeting, distributor reviews and team development conversations. • Deliver strong, industry leading National/Regional Account performance levels and coverage. Ensure synergies with distributor partners are fully realized and develop strong levels of capability in the team. • Support the delivery of the multi-dimensional e-commerce strategy, ensuring appropriate team resourcing and focus from the distributor network to realize synergies in this channel. • Deliver a step-change in on-premise activation and execution through delivering best in class capability, team alignment and support tool delivery. • Create a strong culture with a focus on sharing best practice across functions/divisions, empowering leaders to make sound commercial decisions and engaging the sales organization to drive exceptional results. • Develop an industry reputation for thought-leadership, best-in-class partnership and flawless execution through ongoing commercial and sales capability building and focus on talent. • Oversee the implementation of the ODC and BBU national pricing requirements and deliver opportunities for additional NSV growth across the year based on market conditions. • Grow strong and advantaged relationships with Distributor partners throughout the US in order to gain optimum share of mind on our brands. Support new contract/RFP delivery and ensure the agreed to metrics and conditions are measured and discussed at all QBR meetings and top-to-top forums. 	

Values



BE PROUD
We are proud of our brands, our heritage, and our commitment to superior quality in our products



BE RESPONSIBLE
We expect every individual and their teams to be accountable and to perform to their full potential



BE SUSTAINABLE
We wish to make a positive contribution to our communities and to our environment



BE PROFESSIONAL
We value integrity, transparency, professionalism and constructive debate within a team working culture



BE ENTREPRENEURIAL
We foster a forward thinking and innovative culture that recognises the need for innovative thinking and continuous improvement



THINK LONG TERM
We are proud of our brands, our heritage, and our commitment to superior quality in our products

Core Competencies:

Deciding & Initiating Action

- Makes prompt, clear decisions which may involve tough choices or considered risks
 - Takes responsibility for actions, projects and people
 - Takes initiative and acts with confidence
- Initiates and generates activity

Leading & Supervising

- Provides others with a clear direction
- Sets appropriate standards of behaviour
- Delegates work appropriately and fairly
- Motivates and empowers others
- Provides staff with development opportunities and coaching
- Recruits staff of a high calibre

Persuading & Influencing

- Makes a strong personal impression on others
- Gains clear agreement and commitment from others by persuading, convincing and negotiating
- Promotes ideas on behalf of self or others
- Makes effective use of political processes to influence and persuade others

Delivering Results & Meeting Customer Expectations

- Focuses on customer needs and satisfaction
- Sets high standards for quality and quantity
- Monitors and maintains quality and productivity
- Works in a systematic, methodical and orderly way
- Consistently achieves project goals.

Formulating Strategies and Concepts

- Works strategically to realise organisational goals
- Sets and develops strategies
- Identifies, develops positive and compelling visions of the organisation's future potential
- Takes account of a wide range of issues across, and related to, the organisation.

Analysing

- Analyses numerical data, verbal data and all other sources of information
- Breaks information into component parts, patterns and relationships
- Probes for further information or greater understanding of a problem
- Makes rational judgements from the available information and analysis

Skills and Qualifications:Essential:

- Solid commercial leadership experience, ideally with other alcoholic beverage companies or within an alcohol led distributor network (spirits or non-spirits)
- Strong track record of delivering a commercial planning platform and detailed evidence of leading annual planning cycles with resultant high levels of growth and achievement.
- High level of experience in leading and deploying sales force automation programs and the ability to use such data driven commercial tools to drive superior performance across all channel and outlet segments.
- Advanced negotiation skills and national account management track record of building results through people.
- Detailed knowledge of the e-commerce channel, its role in the three tier system and the key commercial levers that are required to build growth and capability in the channel.
- Expert knowledge of working with, and through, a distributor network at all levels of seniority and a demonstration of strong results coming from formal partnership agreements and KPI led contracts.
- A good understanding and experience in shopper marketing and the role it plays in improving execution by delivering the right tools into the right outlets to maximize brand visibility and velocity.
- Highly developed relationship and networking skills with the ability to work across internal and external stakeholders with high impact.
- Strong General Management and business acumen with extraordinary analytical and financial skills