



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Job Title</b>	<b>District Manager, New Jersey</b>
<b>Business Unit / Group Function</b>	ODC BU
<b>BU Team / Sub-Function</b>	Commercial Sales
<b>Location</b>	Home-based
<b>Team Leader</b>	Area Manager
<b>Team Members</b>	No
<b>Job Level</b>	4B
<b>Role Purpose</b>	
<p>Manages and oversees all on and off premise regional activities through distributor/broker organization, with emphasis on securing senior management commitments to WGS goals and initiatives. Ensures that the Division Sales team and Distributor/broker efforts are focused on appropriate accounts, territories, and channels in order to achieve WGS long-term objectives. Accurately reports market conditions, competitive activity, distributor/broker changes to WGS senior management. Responsible for identifying and implementing brand building activities for WGS growth brands in the market.</p>	
<b>Accountabilities</b>	
<ul style="list-style-type: none"><li>• Works with Distributor/broker management to pre-plan / execute all WGS activity in the market, including volume planning, spending initiatives, and KPI objectives. Securing senior Distributor/broker management commitment to WGS on -premise goals and initiatives.</li><li>• Motivates and develops Distributor/broker sales team in order to achieve WGS on-premise volume targets and sell-through objectives (POS, merchandising, drink promotion, back bar placement, drink lists, distribution and brand promotion) in the market.</li><li>• Manage and execute WGS local market POS buy book procurement and manage to appropriate buy book budgets</li><li>• Assists in the management of WGS agency personnel (Momentum PMM) to ensure flawless execution of WGS programming. Ensure PMM aligned w/ KPI's of WGS local market team</li><li>• Implement and execute WGS commercial excellence priorities and brand team marketing programs.</li><li>• Maintains and analyzes market performance in order to ensure WGS on-premise goals are achieved. Routinely analyzes Distributor/broker execution performance as well as gauges competitive activity in the market. Conducts business reviews with distributors/brokers in order to ensure WGS goals are achieved.</li><li>• Monitors all in-market spending/ monies are effectively spent, maximizing value creation. Manages budgets to ensure spending stays within assigned budgets.</li><li>• Reports on market results, as well as changing market activity on a routine basis. Provides recommendations on market actions needed in order to ensure WGS plan achievement in the market.</li><li>• Developing relationships with key members of the trade (Off-Premise accounts: store owner, chain decision makers, store staff, etc) in order to develop WGS brands in the market. Gaining appropriate commitments to WGS initiatives</li></ul>	