

Job Title	Senior District Manager - TX Chains
Business Unit	ODC
Function/Region	Commercial
Location	Home-based
Leader	Region Manager
People Leadership	N/A
Job Level	4A

Role Purpose

Responsible for developing and implementing HQ account strategies in order to achieve brand, volume, and KPI objectives. Establishes strong relationships with account decision makers in order to maximize WG&S business and brand presence and works closely with WG&S Sales team to ensure flawless execution of chain programs through distributor/broker organization. Solely managing a retail channel that is uniquely complex due to number of touchpoints in order to lead profitable WG&S growth.

Accountabilities

- Establishes all WG&S activity in assigned off premise chain accounts, including volume planning, spending initiatives, and KPI objectives. Develops customized off-premise channel strategies and programs, as required, in order to advantage WG&S. Securing account commitment to WG&S goals and initiatives. Develops strong relationships with the Account Buyer/Category Manager to effectively enhance WG&S portfolio of brands. Work with local distributor merchandising teams to ensure monthly ads and chain programs are being executed.
- Effectively communicates all National Account programs to WG&S Sales, Marketing teams and to Distributor/broker management in order to ensure exceptional execution of approved programs.
- Monitors all market performance and program results through Nielsen tracking, in-market surveys, and Distributor reporting in order to ensure WG&S volume targets and sell-through objectives (display, distribution, shelf facings, etc.) in the assigned accounts are achieved. Reports market conditions, competitive activity to WG&S senior management.
- Monitors all market spending to ensure that monies are effectively spent, maximizing value creation. Manages budgets so that spending stays within assigned budgets. Conducts ROI analysis on all major programs executed within assigned accounts. Makes appropriate recommendations based on ROI analysis.
- Reports on market results, as well as changing market activity on a routine basis. Provides recommendations on market actions needed in order to ensure WG&S plan achievement in the off premise chain channel.
- Manages pricing within all assigned accounts so the everyday and feature pricing/promotional activity conforms to brand strategies. Ensures that all elements of merchandising standards, and brand positioning conform to WG&S brand guidelines and strategies
- Meets with Distributor management in order to secure commitments to WG&S goals and initiatives. Uses category management expertise in order to maximize WG&S distribution, shelf presence, cold box presence, feature ad support, and display impact in all assigned accounts.

Skills and Qualifications:

Essential:

- Exceptional skills in strategic thinking, relationship building, and negotiation
- Excellent verbal, written, and listening communication skills
- Advanced problem solving and analytical skills are also required in order to achieve channel business plan
- Strong personal drive; advanced influencing skills; advanced Distributor management capabilities; exceptional team-building capabilities
- Expressing confidentiality in dealing with trade
- A strong background in the consumer products industry is required, with the number of years' experience dependent on the complexity of the Chain Accounts customers. A strong background in Category Management and the utilization of syndicated data is also a requirement. It is preferred that the candidate have a minimum of 3 years' experience, with Wine & Spirits experience highly valued.
- Excessive travel is necessary, occasionally requiring air travel; must have a valid driver's license

Desirable:

- Bachelor's Degree is strongly preferred; Master's Degree in Business Administration or a related field is desirable