



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	RTC Regional Lead – Eastern Europe & Nordics
Business Unit	BBU
Function/Region	Commercial Eastern Europe & Nordics
Location	Poland
Leader	Head of Route to Consumer EMEA
People Leadership	No
Job Level	4A
Role Purpose Partner with Eastern Europe Region & Nordics market commercial leadership to effectively lead, deploy and embed global RTC standards. Partnering with Regional Managing Director in assessing distributor needs, developing appropriate action plans and providing functional support as required. Manage stakeholders and cross functional business partners to drive the embedded capability and value generation through the RTC framework. Drive quantifiable value through quality, data driven execution, leverage and share best practice across markets in close collaboration with Global RTC network. Provide expertise and coaching to RTC functional resources and coordinate the effective governance over the RTC progress across EE & Nordics regional accountability.	
<ul style="list-style-type: none">• Partner with the commercial leads to ensure RTC executional KPIs (coverage, callage, distribution, MES & activations) are set in the budget, aligned to growth plans and against data standards. Accountable for ensuring KPIs are reported accurately and consistently in the Commercial Scorecard.• Ensure there is an effective gap closure process in place with WG&S & distributor teams focused on delivering value. Build capability to leverage commercial systems and data to develop local insights, deploy and embed tools and process to drive continual improvement to optimise sales force efficiency and effectiveness increasing the scale and effectiveness of outlet execution.• Responsible for assessing capability gaps and bringing in subject matter experts as necessary to share and adopt proven concepts and best practice in service of delivering coverage, callage, distribution, MES and activation targets and delivering value towards the budget delivery.• Lead RTC annual market maturity assessments, maintain global standards across the region's priority markets. Ensure the annual MMAs are completed and a robust action plan is developed to improve commercial excellence in line with 5 year priorities set out by regional managing director. Responsible to ensure action plans have clear ownership and accountability.• Govern delivery of target implementation plan and identify interventions where required, enlisting global RTC functional resources as required to support markets in delivery of objectives.• Support building 3PD partners understanding of the mutual benefits of RTC and adapt RTC frameworks and tools to integrate into distributor operating models as required.	



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- Act as a valued partner to 3PD commercial leadership teams ensuring WG&S RTC standards are deployed effectively to deliver mutual value
- Deploy global tools and processes to support regional managing directors in distributor selection ensuring consistency in application