



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	Senior National Business Manager – Off Trade
Business Unit / Group Function	ODC BU – WG&S Australia
BU Team / Sub-Function	Commercial / Sales
Location	Sydney, Australia
Team Leader	Head of Commercial
Team Members	Yes
Job Level	3B
Role Purpose Deliver the WG&SA commercial strategy and commercial targets. Drive commercial results aligned the 5-Year Plan. Build commercial capability within the National Business team. Ensure WG&SA becomes the Premium Partner of Choice with our off-trade channel partners by building effective joint business plans by customer. Align with the National Business Manager – Customer marketing, to ensure WG&SA are executing optimised digital and physical Omni-channel customer marketing plans that effectively influence product choice at both point of purchase and point of consumption across Off trade channel.	
Accountabilities <ul style="list-style-type: none">• Develop the National Business team’s functional capability, by building their understanding of the commercial plans, Measurement & Evaluation & off trade channel strategy to develop and execute joint customer plans that maximise commercial benefit.• Continue to drive and embed Route to Consumer fundamentals (Right Place/Right Job/Right Skill/Efficiently/Sustainably).• Key stakeholder in the business operating rhythm ensuring the channel plans and customers is represented during lockdown, Trimester Sales Briefing, and commercial forum.• Develop off trade channel strategy, championing key customers internally and driving customer’s plans within these channels.• Own and continually improve the forecasting process.• Achieve strong cross-functional relationships: Externally with key customers customer leads across retail/wholesale attending all Joint Business Plan sessions & terms negotiations. Internally with WG&SA Marketing team and Customer marketing team, to ensure consumer and shopper understanding is at the heart of all brand and customer plans.• Align with Customer and Marketing teams on investment choices and customer prioritisation, to ensure our customer marketing execution plans deliver against brand ambition and deliver commercial return.• Own and effectively manage the Customer Discount spend budget within retail. Making strategic investment choices to maximise return. Adhering to process, championing Measurement & Evaluation to improve Return on Investment and optimise spend, to deliver the greatest impact. Leads, motivates, and develops their team in line with the Company Values to maximise employee engagement.	
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