



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Senior Sales Executive
Business Unit / Group Function	BBU
BU Team / Sub-Function	BBU - Commercial
Location	Singapore
Team Leader Role	Assistant Sales Manager
Role Level	4B
Team Members	No
Role Purpose	
Deliver the Company's commercial objectives within Singapore. Maximise opportunities, grow the existing business and strengthen long-term brand equity within the customers/channels/segments within scope.	
Accountabilities	
<ul style="list-style-type: none">• Partner with the Assistant Sales Manager to execute against priorities across customer/channels/segments/brands within the Singapore Market.• Be accountable for execution of RTC priorities within your customers/channels/segments in line with agreed Quarterly Sales Briefings (QSB).• Execute growth drivers in line with clear activation parameters, and provide inputs into M&E framework so learnings from campaigns can be incorporated in the future.• Deliver minimum execution standards (MES) within your customers/channels/segments and ensure timely measurement via salesforce automation (SFA) or other forms of data capture• Proactively analyse available data (distribution, sell through, uplifts, minimum execution standards progress etc) to build and execute against objectives.• Be fully aware of market trends (consumer, competitor, macro-economic) in order to provide insights and identify opportunities.	