



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	Trade Marketing Executive
Business Unit / Group Function	ODC BU
BU Team / Sub-Function	Commercial / Sales
Location	Taiwan
Team Leader	Senior Trade Marketing Manager
Team Members	N/A
Job Level	5
Role Purpose	
<p>This role provides trade marketing support for the Traditional On Trade Channel, including the management of promoters across channels. Lead the activation of QDVAAA sales drivers across priority outlets in the market to achieve sustainable share growth for the William Grant & Sons portfolio. Manage compliance levels across the trade and build long term business relationships with our customers.</p>	
Accountabilities	
<ul style="list-style-type: none">• Ensure production and delivery of tools to enable implementation of Minimum Execution Standards in all the target outlets in both On and Off Trade channels.• Give clear execution guidelines and tools to salesforce to ensure flawless execution of both Minimum Execution Standards and defined activity programmes• Play a lead role in planning and executing the annual calendar of Drive Cycle activities – including providing monthly status updates – to ensure delivery on time, on budget• Lead from the front alongside commercial team to negotiate and implement activity in target outlets, ensuring that the commercial arguments are clear and persuasive• Set SMART objectives for all Sales Driver activities and ensure that full post-evaluation is completed leading to actionable insights• Compile a monthly report detailing successes, challenges and next month's plan for the Country Manager and wider team.• Ensure that successes, best practice and other important regional messages are cascaded to the wider team by sharing and promoting ideas from the monthly report, as appropriate.• Manage and track the activity spend and operating costs in line with budget.• Research proposals to drive new business opportunities in both On and Off Trade channels and make recommendations on the best course to the Country Manager.• Complete and submit all reporting, expenses and other administration requirements in a timely manner• Activation, analysis, measurement and evaluation of all trade promotions, ensuring trends discovered are shared with the wider team.• Compile reports on competitor activity with the purpose of developing and maintaining awareness of any and all competition activity and its impact on our brands and plans.	
Created by:	Jeff Chau
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INDEPENDENT FAMILY
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