



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Business Account Manager
Internal Reference	BBUCOM-0164
Business Unit / Group Function	BBU
BU Team / Sub-Function	BBU - Commercial
Location	Singapore
Team Leader Role	Country Manager – Philippines & Singapore
Role Level	4A
Team Members	Yes
Role Purpose Manage in-market execution of commercial brand activity, implement local commercial plan, and develop sales team's capability. Deliver both competitive marketplace results and maximise long-term sustainable value growth. Manage relationship with the local distribution partners with particular attention to economic interests, performance track record and capability and investment allocations.	
Accountabilities <ul style="list-style-type: none">• Understand local market, shopper, consumer, and customer insights to input into local planning, build actionable growth drivers and inform commercial decisions• Use RTC methodology and available/relevant data to ensure prioritisation of geographies, segmentation and classification of outlet universe and development appropriate capacity planning to inform workforce plans• Develop portfolio sales plan in region (target channels/segments/classifications and delivery of Minimum Execution Standards objectives) together with local distribution partners and Country Manager. Ensure this is reflective of local commercial plans, BBU 5-year plan and A&P guidelines• Work with Country Manager, to support distribution partners with plan execution in line with local RTC plans and commercial capability build as appropriate to ensure delivery of local objectives• Manage the planning and allocation of local A&P+CI budgets to distribution partners and key accounts according to agreed commercial plans• Monitor sales performance, producing commercial scorecard and act upon outcomes; Manage and effectively track pricing, depletion, and stock in trade levels at regional sub-distribution partners• Manage development of the right regional activations for our brands together with the local distribution partners and local marketing teams to drive brand performance in the market with a goal to build long term brand equity• Execute growth drivers across key channels and segments, in line with clear activation parameters, and an M&E framework, continuously incorporating learnings from campaign effectiveness and efficiency• Manage and effectively track pricing, promotions, and trade terms, in line with the global NRM framework• Manage negotiations with local distribution partners and customers (if applicable) together with Country Manager to ensure delivery of local plans and objectives• Participate in the creation of a flexible and practical suite of tools that enable markets to plan resources and A&P to target key market opportunities within key channels aligned to brand and local commercial plans• Ensure high quality sales operations and a capable sales force (at distributors or WG&S, as applicable) to guarantee excellent execution standards across all outlets• Ensure in-market teams and distribution partners effectively execute planned marketing activities in line	



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with agreed annual plans and ongoing operating rhythm (Lockdowns, Quarterly Sales Briefings, Commercial Forecasts etc)

- Develop and maintain strong professional and productive relationships with external distribution partners