



BUSINESS DEVELOPMENT EXECUTIVE

Job Title	Business Development Executive
Business Unit / Group Function	WG&S UK
BU Team / Sub-Function	Commercial – Field Sales Team
Location	Glasgow (West Scotland) Field Based-
Team Leader	Regional Sales Manager
Team Members	n/a
Job Level	5
Role Purpose To activate our premium brands by implementing activation and visibility programmes in premium On Trade outlets within the allocated territory, recruiting consumers. Managing a territory to exceed distribution and visibility targets.	
Accountabilities <ul style="list-style-type: none">• Working within a team and as a self-driven individual, manage a core number of Premium, Select and Exclusive accounts within a territory to deliver the On Trade brand building plan and activation programme.• KPIs on delivery against Distribution and Visibility as well as growing Gross Contribution of your top accounts.• Securing portfolio range distribution and cocktail menu status in key outlets to drive sales and advocacy of our brands.• Work closely with your Team, Leader and Customer Marketing.• Network with the key influencers in the territory and key route to market colleagues.• Achieve preferred partner status with key outlets by developing tailored solutions to meet consumer needs and establishing expert status through advice on the Spirits Category, proposing range by segmentation.• Deliver brand training modules to educate bar professionals and utilise Brand Ambassadors to supplement this as appropriate.• Record all relevant outlet information via the Customer Record Management system (Salesforce) and deliver presentations through use of WGS Brand App.• Identifying opportunities via Category Management data available and networking with customers to identify new brand / outlet opportunities that enable the targeting of the right consumers.• Use of WGS P&L to deliver profitable long-term growth of our Brands across their whole account base.• To make commercial decisions on where best to spend your time and invest in our assets to drive growth in the right accounts.• To identify and win new and suitable outlets within your territory where WGS may not currently have any presence.• Effectively plan and manage the working day to ensure coverage is achieved at key trading times of customers. This will involve evening work and a requirement to live in the territory's core postcode.• Ensure, that customers are equipped to serve and promote WGS Brands to consumers and enable them to become future champions / ambassadors for our brands.• Promoting of WGS brands through own social media outlets and that of customers.• Effective journey planning to ensure adequate callage of current customers throughout the year.• Brand Champion for one / various WGS Brands and responsible for full reporting throughout the year.	
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Creation Date:	October 2021
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Date of last revision:	October 2021