

Job Title	On Premise District Manager
Business Unit	ODCBU
Function/Region	Commercial
Location	Home-based
Leader	Area Manager
People Leadership	No
Job Level	4B
Role Purpose	
<p>Manages and oversees all on-premise regional activities through distributor/broker organization with emphasis on securing senior and mid-level management commitments to WGS goals and initiatives. Ensures that the region Sales team and Distributor/broker efforts are delivering and executing against RTC requirements: appropriate accounts, territories, channels and segments along with MES execution and delivery. Manages new ADS roles in applicable markets. Accurately reports market conditions, competitive activity, distributor/broker changes to WGS senior management.</p>	
Responsibilities	
<ul style="list-style-type: none"> • Works with Distributor/broker management to pre-plan / execute all WGS activity in the market, including volume planning, spending initiatives, and KPI objectives. Securing senior and mid-level Distributor/broker management commitment to WGS on premise goals and initiatives, by conducting sales meetings at the distributor to communicate priorities, programs and education. • Motivates and develops Distributor/broker sales team in order to achieve WGS on-premise volume targets and sell-through objectives (POS, merchandising, drink promotion, back bar placement, drink lists, distribution and brand promotion) in the market, while also managing responsibility for ADS roles (where applicable) to ensure flawless execution of WGS programming. • Manages and executes WGS local market POS buy book procurement and manages to appropriate buy book budgets. As well as, managing promotional agency activation (sampling) in the marketplace and providing analysis and feedback on program effectiveness. • Implements and executes WGS commercial excellence priorities and brand team marketing programs. Works with regional marketing to identify local opportunities • Maintains and analyzes market performance in order to ensure WGS on-premise goals are achieved. Routinely analyzes Distributor/broker execution performance as well as gauges competitive activity in the market. Conducts business reviews with distributors/brokers in order to ensure WGS goals are achieved. • Monitors all in-market spending/ monies are effectively spent, maximizing value creation. Manages budgets to ensure spending stays within assigned budgets. • Reports on market results, as well as changing market activity on a routine basis. Provides recommendations on market actions needed in order to ensure WGS plan achievement in the market. 	



BE PROUD
We are proud of our brands, our heritage, and our commitment to superior quality in our products



BE RESPONSIBLE
We expect every individual and their teams to be accountable and to perform to their full potential



BE SUSTAINABLE
We wish to make a positive contribution to our communities and to our environment



BE PROFESSIONAL
We value integrity, transparency, professionalism and constructive debate within a team working culture



BE ENTREPRENEURIAL
We foster a forward thinking and innovative culture that recognises the need for innovative thinking and continuous improvement



THINK LONG TERM
We are proud of our brands, our heritage, and our commitment to superior quality in our products

VALUES

Core Competencies:

Deciding & Initiating Action

- Makes prompt, clear decisions which may involve tough choices or considered risks
- Takes responsibility for actions, projects and people
- Takes initiative and acts with confidence
- Initiates and generates activity

Working with People

- Demonstrates an interest in and understanding of others
- Adapts to the team and builds team spirit
- Recognises and rewards the contribution of others
- Listens, consults others and communicates proactively Supports and cares for others
- Develops and openly communicates self-insight, such as an awareness of own strengths and weaknesses

Persuading & Influencing

- Makes a strong personal impression on others
- Gains clear agreement and commitment from others by persuading, convincing and negotiating
- Promotes ideas on behalf of self or others
- Makes effective use of political processes to influence and persuade others

Relating and Networking

- Establishes good relationships with customers and staff
- Builds wide and effective networks of contacts inside and outside the organisation
- Relates well to people at all levels
- Manages conflict
- Uses humour appropriately to enhance relationships with others

Presenting and Communicating Information

- Speaks clearly and fluently
- Expresses opinions, information and key points of an argument clearly
- Makes presentations and undertakes public speaking with skill and confidence
- Responds quickly to the needs of an audience and to their reactions and feedback
- Projects credibility

Delivering Results & Meeting Customer Expectations

- Focuses on customer needs and satisfaction
- Sets high standards for quality and quantity
- Monitors and maintains quality and productivity
- Works in a systematic, methodical and orderly way
- Consistently achieves project goals.

Skills and Qualifications:

Essential:

- A strong background in the spirits and wine industry is required, with the number of year's experience dependent on the complexity of the market. A minimum of 3 year's experience with emphasis on supplier side highly valued.
- Excessive travel might be necessary, occasionally requiring air travel; must have a valid driver's license
- Exceptional selling, rapport-building skills
- Excellent verbal, written, and listening communication skills
- Computer skills are required in order to evaluate market performance and communicate internally/externally
- Strong personal drive and individual initiative in daily routine
- Solid problem solving skills and data analytical skills
- Effective distributor management capabilities, accountability, and the ability to gain commitment of the distributor/broker sales and management teams to WGS Route to Consumer framework, brand, and volume-building initiatives.
- Requiring confidentiality in dealing with trade

Desirable:

- Bachelor's Degree is strongly preferred
- Advanced influencing skills and customer service skills a plus