

ROLE PROFILE

Job Title	On Trade Commercial Manager
Business Unit	BBU
Function/Region	Commercial/Sales – SEA
Location	Malaysia
Leader	Commercial Manager
People Leadership	No
Job Level	4B
Role Purpose Deliver the Company’s commercial and marketing objectives within Malaysia. Maximise opportunities, grow the existing business and strengthen long-term brand equity within the customers/channels/segments within scope.	
Accountabilities • Partner with the Commercial Manager/Country Manager to execute against priorities across customer/channels/segments/brands within the Malaysia 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.	

Values



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

Core Competencies:

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

Persuading and 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

Delivering Results and 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

Adapting and Responding to Change

- Adapts to changing circumstances
- Accepts new ideas and change initiatives
- Adapts interpersonal style to suit different people or situations
- Shows an interest in new experiences.
- Deals with ambiguity, making positive use of the opportunities it presents
- Demonstrates appropriate physical co-ordination and endurance, manual skill, spatial awareness and dexterity
- Demonstrates an understanding of different organisational departments and functions

Entrepreneurial and Commercial Thinking

- Keeps up to date with competitor information and market trends
- Identifies business opportunities for the organisation
- Demonstrates financial awareness; controls costs and thinks in terms of profit, loss and added value

Skills and Qualifications:Essential:

- Results-driven, highly motivated individual & ability to work with minimum supervision
- Good understanding of Commercial and/or Trade Marketing concepts and functions
- Strong negotiator, with good communication and relationship building skills
- Strong, professional and positive work ethic, with 'can do' attitude

Desirable:

- Possesses good business acumen, entrepreneurial mindset and sound commercial judgement
- Analytical, good financial awareness, understands impact of decisions on profitability
- Self-reliant, tenacious and creative problem solver with a flexible, entrepreneurial approach

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