

Job Title	Senior Manager – Commercial Planning
Business Unit	ODC
Function/Region	Commercial Planning
Location	Home-Based
Leader	Director – Commercial Planning
People Leadership	No
Job Level	4A
Role Purpose To lead the bottoms-up planning for and activation of activity plans for 2-3 of the top 5 markets. Analyze activity results, budgets and execution to drive clear insights and optimization for future market plans and activities.	
Responsibilities <ul style="list-style-type: none"> • Lead the development and activation of annual bottoms-up activity plans and budgets for top markets. Ensure that plans align with national brand plans, program and brand KPIs, local A&P/ LMF budget priorities and annual growth targets. • Develop and maintain focus market program calendar by programming period, channel and brand. Leverage an in-depth understanding and application of the most effective promotional and marketing levers within the desired channels to drive calendar development. • Act as lead for key in-year program and tactic planning for focus markets. Own cross-functional alignment process, meetings and follow-ups for brand, region marketing, commercial teams and distributor. • Responsible for development of commercial activity KPIs (annual and programmatic) and setting of KPI targets for focus markets. Ensure commercial team, National Accounts, brand and Exec alignment for all KPIs and targets. Own monthly KPI/target tracking and reporting for focus markets. • Lead commercial A&P/ LMF budget reviews and spend analysis for focus markets. Develop budgeting/spend guidelines by brand, channel, activity and program period. • Ruthlessly prioritise market, program/tactic, channel, brand and seasonal opportunities to ensure resource investment is placed in the most appropriate manner • Oversee the Region Marketing function to ensure effective activity plan activation and local marketing planning. Ensure local marketing plans are consistent with brand strategies and priorities. • Lead key programming/ activity M&E and quarterly reporting with assistance of commercial analysts. Identify key insights. Learning and results. Leverage analysis to optimize programming, activities, tools and channel planning. • Develop and maintain exceptional distributor relationships in order to drive tight alignment on annual and programmatic plans, earn “more than our fair share” of distributor focus and build “preferred supplier status” for WGS. • Develop process and lead monitoring of distributor planning and budgeting compliance per contract. 	