



Job Title	Senior Commercial Planning Manager
Business Unit	BBU
Function/Region	Commercial
Location	Richmond
Leader	Global Head of Commercial Planning
People Leadership	No
Job Level	4A

Role Purpose

Deploy and train the markets on the WG&S Commercial Planning approach and support the roll out of an Integrated Planning process to ensure our brand activation in markets is delivered on time, and aligned to our Global and Local Commercial strategies

Accountabilities

- Support the design of the WG&S Integrated Planning approach, bringing together RTC, Brand & Financial Planning into a united approach
- Deploy and train markets on a practical suite of tools that enable markets to plan resources and A&P to target key opportunities aligned to brand and market strategy
- Support the design and global roll out of a standard Operating Rhythm and work with the Channel Development Heads to train markets to operate according to the rhythm
- Train market teams and deploy tools to enable insightful and focused QSB (Quarterly Sales Briefing) meetings, ensuring sales teams have the right execution tools
- Support markets with tools to learn from M&E, in partnership with Insights team, to drive continuous improvement in our channel activation
- Develop standard process maps with clear accountabilities for both ODC & 3PD markets to drive consistency & standardisation of our go-to-market approach within the channels
- Support the design of Commercial Planning capability content and train local teams on Commercial Planning, including facilitation of training events
- Develop strong relationships with key partners to ensure alignment across the Group, working pro-actively and constructively with the relevant teams and supporting cross-functional collaboration





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:

<p>Deciding & Initiating Action</p> <ul style="list-style-type: none"> • 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 <p>Initiates and generates activity</p>	<p>Leading & Supervising</p> <ul style="list-style-type: none"> • Provides others with a clear direction • Sets appropriate standards of behaviour • Delegates work appropriately and fairly • Motivates and empowers others • Provides staff with development opportunities and coaching • Recruits staff of a high calibre
<p>Persuading & Influencing</p> <ul style="list-style-type: none"> • 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 <p>Makes effective use of political processes to influence and persuade others</p>	<p>Formulating Strategies and Concepts</p> <ul style="list-style-type: none"> • Works strategically to realise organisational goals • Sets and develops strategies • Identifies, develops positive and compelling visions of the organisation's future potential • Takes account of a wide range of issues across, and related to, the organisation
<p>Delivering Results and Meeting Customer Expectations</p> <ul style="list-style-type: none"> • 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 • Concisely achieves project goals 	<p>Entrepreneurial and Commercial Thinking</p> <ul style="list-style-type: none"> • Keeps up to date with competitor information and market trends • Identifies business opportunities for the organisation <p>Demonstrates financial awareness; controls costs and thinks in terms of profit, loss and added value</p>



Skills and Qualifications:

- Educated to degree level or equivalent with significant relevant experience.
- Experience of contributing to a global or regional team to deliver exceptional results
- Experience of building strong credible relationships, partnering and influencing colleagues including General Managers, Sales and Marketing directors across diverse markets
- Brilliant communication and presentation skills
- Experienced change manager able to engage and drive deep understanding & embedding of business process
- English language requirement is essential and additional language capability is extremely useful

Created by:

Date:

HRBP:

Date of last revision: