



Job Title	Customer Planning and Activation Manager (GTR)
Level	4B
Location	Richmond
Business Unit	GTR
Function	Commercial
Leader	Regional Manager
People Leadership	GTR Brand Ambassador
Any Other Key Relationships:	GTR Marketing Team, Key customers, Finance, Legal, Customer Relations, Promotion Agencies, External (Industry) Network

Role Purpose: Deliver commercial marketing excellence at the point of purchase and head office with key GTR retail customers in the relevant geography. In consultation with the Regional Marketing Manager, supports the RM with customer relationships, leading the marketing strategy with the relevant customers, and acting as the key interface in store for the category and brand marketing support teams. Advocacy lead for GTR with the GTR Brand Ambassador as a direct report.

Responsibilities:

- Develop and deliver agreed customer-focused annual marketing and commercial plans that engage and excite the customer and consumer whilst upholding luxury visibility activation standards and delivering engaging consumer brand experiences.
- Be experts in retail commercial excellence, and drive quality of execution at operational and store level with customers.
- Secure and follow up key initiatives and promotions as well as monitoring and evaluating competitor activity in the relevant customers.
- Use data from the Tableau platform to generate insights, set sales incentive targets, review M&E performance and identify distribution opportunities for key customers as well as update and manage IWD app.
- Establish strong regional relationships with the key airport retail and operational teams, influencing them to build brand value.
- Work with marketing agency partners to deliver specific global customer activity and support NPD launches
- Manage and optimize performance of Agency Brand Ambassadors by implementing a structured training programme and devising and implementing targeted incentive programmes, as well as by organising distillery experiences and brand immersion events for the region.
- Audit retail outlets based on sales fundamentals (price/ promotion/ range/ merchandising) to ensure compliance to our category and brand guidelines, and customer JBP's
- Proactively identify category, promotional and Brand Building opportunities within outlets in order to gain additional promotions and visibility (both temporary and permanent) at local level, and work with the Regional Director and Regional Manager to maximise value
- Manage, monitor and evaluate A&P budget (through quarterly M&E review)



Role specific competencies and skillset:

<p>Deciding and 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 • Initiates and generates activity 	<p>Relating and Networking</p> <ul style="list-style-type: none"> • 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
<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 • Makes effective use of political processes to influence and persuade others 	<p>Delivering Results & 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 • Consistently achieves project goals
<p>Presenting and Communicating Information</p> <ul style="list-style-type: none"> • 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 	<p>Planning and Organising</p> <ul style="list-style-type: none"> • Sets clearly defined objectives • Plans activities and projects well in advance and takes account of possible changing circumstances • Manages time effectively • Identifies and organises resources needed to accomplish tasks • Monitors performance against deadlines and milestones

Company 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

Skills, Qualifications and Experience :

Essential:

- Previous experience of working with Key Accounts
- Working knowledge of domestic and Travel Retail
- Working level of English Language proficiency
- Cultural awareness with the ability to adapt communication style as needed
- High level of inter personal skills



- Willingness to travel Globally

Desirable:

- Spirits industry knowledge and experience
- Second regional language

Created by:	Richard Bush
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