



Job Title	Head of Category Development On Trade
Business Unit	BBU
Function/Region	Commercial
Location	Richmond
Leader	Global Director of Category Development
People Leadership	No
Job Level	3B
<b>Role Purpose</b>  Identify global category trends and opportunities using Shopper & Channel insights, build category strategies, growth plans, and a flexible range of tools that help to establish WG&S as a trusted category advisor in both ODC & 3PD markets. Define the Sales Execution Standards and develop toolkits enabling markets to build their Minimum Execution Standards	
<b>Accountabilities</b> <ul style="list-style-type: none"><li>• Identify global category opportunities and brand growth drivers using Shopper &amp; Channel Insights and translate these to consistent category strategies, activation materials, and toolkits (together with Shopper Marketing) that enhance our brands role in the category</li><li>• Develop (shopper insights led) category growth plans and customer propositions that grow our customers' business and increase WG&amp;S market share</li><li>• Develop customer engagement / category selling tools for the Field Sales teams that demonstrate how WG&amp;S can grow Category Footfall, Average \$ Spend, Frequency of visit to the outlet, etc.</li><li>• Develop a global approach to define, segment, and prioritise channels and accounts across different regions / markets</li><li>• Build and deploy globally consistent tools and framework to execute and measure the minimum execution standards (e.g. QDVAAA) performance</li><li>• Define clear activation parameters and a measurement framework, continuously incorporating learnings from campaign effectiveness and efficiency in terms of value to WG&amp;S and the customer</li><li>• Lead deployment of Category / Portfolio programs to markets for outlet activation for priority occasions (e.g. Gifting, Festive, After-Work etc.)</li><li>• Develop a consistent category management approach and provide a suite of tools and capability programs that enable WG&amp;S to provide foundations of Category Management to customers (Range review, planograms etc.)</li><li>• 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</li></ul>	



## 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:

*To be inserted as Universal Competency Guidance*

### 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

### Leading & Supervising

- 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

### 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

### Formulating Strategies and Concepts

- 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

### 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
- Concisely achieves project goals

### 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:



# WILLIAM GRANT & SONS

INDEPENDENT FAMILY DISTILLERS SINCE 1887

- Educated to degree level or equivalent with significant relevant experience in FMCG or Drinks industry
- Experience of contributing to a global or regional team to deliver exceptional results
- Experience of building strong credible relationships, partnering and influencing colleagues including Sales and Marketing directors across diverse markets
- Brilliant communication and influencing skills
- International Category Development expertise with both Modern and Traditional Customers
- Category & Channel Strategy development experience across On Trade, Off Trade and E-Commerce
- Customer Marketing capability
- English language requirement is essential and additional language capability is extremely useful

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