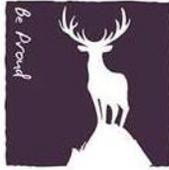


ROLE PROFILE

Job Title	Trade Advocate
Business Unit	ODC
Function/Region	Marketing
Location	Gurgaon
Leader	Head of Marketing
People Leadership	N/A
Job Level	5
Role Purpose The main purpose of the role is to introduce, inspire advocacy and loyalty for Grant's with key focus on trade followed by consumers along with generating sustained knowledge, passion and commitment to the brand.	
Accountabilities <ul style="list-style-type: none">• Introduce and effectively establish both Grant's Distinction and Triple wood to the trade decision makers, decision influencers and Bar Sales staff in order to establish the long-term loyalty and commitment for brand with sustained Brand knowledge.• Responsible for recruiting, inspiring brand consumers along with driving the reasons to believe in product credentials which helps continuous growth of brand and establishing Grant's as brand of Choice.• Build strong working relationships with the Trade in Metros and Tier1 cities, consumers to optimise opportunities to deliver value added activities and raise brand awareness and authority.• Responsible for being the face of the Brand and source of Brand knowledge to our own employees (and extended community), to help with internal brand building.• Collect market intelligence and share this with Local teams and other interested parties for effective decision making.• Lead relationships and Collaboration with Regional teams in the identified focus channels and outlet types to ensure sustainable brand awareness• Ownership of tastings at brand activations along with Co-Owning development of quality tools for local markets, relevant to the brand and ensuring effective execution of the activation.• Ensure all initiatives and execution is in line with brand plan and activity calendar to ensure brand messages are conveyed with consistency.	

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:

Working with People

- Demonstrates an interest in and understanding of others
- Is a team player and works in a manner which creates synergy within the team
- Adapts to the team and builds team spirit
- Listens, consults others and communicates proactively Supports and cares for others
- Develops and openly communicates self-insight, such as an awareness of own strengths and weaknesses

Persuading and Influencing

- Makes a strong and positive 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

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

Entrepreneurial and Commercial Thinking

- Keeps up to date with competitor information and market trends and is quick to share them with key stakeholders
- Identifies business opportunities for the organisation - demonstrates financial awareness; controls costs and thinks in terms of profit, loss and added value

Coping with Pressures and Setbacks

- Works productively in a pressurised environment
- Keeps emotions in check in difficult situations

Delivering Results & Meeting Customer Expectations

- Focuses on customer needs and satisfaction
- Sets high standards for quality and quantity

<ul style="list-style-type: none"> • Balances the demands of a work life and a personal life. Maintains a positive outlook at work. • Handles feedback well and learns quickly from it 	<ul style="list-style-type: none"> • Monitors and maintains quality and productivity • Works in a systematic, methodical and orderly way • Consistently achieves project goals
<p>Skills and Qualifications:</p> <p><u>Essential:</u></p> <ul style="list-style-type: none"> • Whisky and spirits industry knowledge and network, with a proven track record within the on-trade • Personal interest in and strong passion for category knowledge and on-trade exploration • Charismatic presenter who has excellent communication and training skills and is credible and able to inspire consumers/trade • Ability to conceive, plan and execute both consumer and trade-facing brand engagement activities to inspire brand advocacy • Motivated, independent self-starter to deliver objectives • Able to travel extensively across India • Strong integrity and social skills to effectively develop and manage business relationships • Carry themselves well – in line with the brand ethos as they will be the embodiment of the brand • Cultural sensitivity and curiosity with ability to adapt to various working environments • Conscientious and accountable with a demonstrated ability to work well as a team player 	
Created by:	Sachin Mehta
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