



Job Title	Business Account Manager - Modern & Online Retail
Job Level	4A
Location	Malaysia
Business Unit	Malaysia
Function	Commercial
Leader	Country Manager Malaysia
People Leadership	N/A

Role Purpose

The Business Account Manager will lead development of annual Joint Business Plans and build effective customer trading relationships with each group to profitably maximise the distribution, promotional activity and sales of the WG&S portfolio through the off-trade and ecommerce channels in Singapore and Malaysia.

Responsibilities

- Develop, implement, monitor and adjust individual account plans in order to achieve Channel strategy and profitability targets through sound financial planning, brand strategy implementation, resource management and effective use of systems and processes
- Effectively manage all aspects of customer relations in order to achieve agreed volume, value and account contribution target and develop a mutual joint business plan with the designated customers to deliver continued profitable business growth.
- Lead and drive critical negotiations with Key Customers, developing senior trade relationships and establishing positive relationships and joint working practices with the designated customers through effective cross functional networking to optimise distribution, brand activation, visibility, NSV and profit for company within agreed budgets and business guidelines.
- Monitor and review the effectiveness of account plans, making adjustments needed for any new market/trade factors after the agreement with the customer and internal stakeholders
- In alignment with Brand Strategies, contribute to the development and executive of the channel agenda through driving improvement of brand performance at point of purchase through clear and focused approach, customer excellence and brand activation.
- Agree the Annual Promotional Plan with each group for all brands/SKUs taking into account promotion frequency and depth when compared to the competitive set and within the agreed promotion budget, ensuring a high standard of customer centricity.
- Build positive working relationships with Customer Marketing, Brand Marketing and technical teams to build robust Omni-channel plans for execution
- To optimise ongoing growth and profitability for the Channel by seeking out and identifying new challenges and opportunities to drive against strategic aims

Key Performance Metrics:

KPI	Description
1. Customer Engagement	<ul style="list-style-type: none"> - Develop relationships with key stakeholder and implement plans to achieve the channel targets - Drive ongoing customer relationships to make WGS a trusted business partner
2. Annual operating joint business plan	<ul style="list-style-type: none"> - Create and execute the annual JBP with key customers in respective channels - Drive strong promotional mix to maximise NSV (both in terms of frequency and depth)
3. Minimum Execution Standards (MES)	<ul style="list-style-type: none"> - Work with Customer marketing to deliver MES with respect to Quality, Distribution, Visibility, Appropriate Price, Activation and Advocacy
4. Internal Capability	<ul style="list-style-type: none"> - Ensure plans (baselines and uplifts) are fed into S&OP - Work with finance to ensure compliance across Pricing and CD as part of delivering Net Revenue Management - Leverage E-commerce technical expertise of ACE team and third party consultants to drive increased weight in this growing channel

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

Role specific competencies and skillset

Deciding and Initiating Action

- Makes prompt, clear decisions which may involve tough choices or considered risks
- Takes responsibility for actions, projects and people
- Takes initiative, acts with confidence and works
- Initiates and generates activity

Analysing

- Analyses numerical data, verbal data and all other sources of information
- Breaks information into component parts, patterns and relationships
- Probes for further information or greater understanding of a problem

Persuading and 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

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
- Consistently achieves project goals

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
- Identifies business opportunities for the organisation Demonstrates financial awareness; controls costs and thinks in terms of profit, loss and added value

Skills, Qualifications and Experience

- Educated to degree level or equivalent, ideally in Marketing or Business Management.
- Experience in Malaysia Modern Off-Trade and E-commerce operations
- FMCG /wines & spirits industry experience useful, but not mandatory
- Commercial acumen
- Comprehensive understanding and extensive working knowledge of brand building with the ability to balance commercial delivery
- Ability to be adaptable and manage a demanding workload, prioritising effectively
- Problem solving skills and ability to identify sales / product opportunities
- Track record of key stakeholder engagement and influence
- Resilient and pragmatic with capability to manage portfolio of accounts to deliver commitments
- Strong, confident communicator with excellent interpersonal skills
- Strong relationship management skills with the ability to network and influence
- Demonstrates professionalism, credibility, trust and respect
- Ability to travel within Malaysia to deliver the strategy

Created by:	Jimmy Low
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HRBP:	Shayne Goh
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