

<b>Job Title</b>	<b>On Premise Specialist</b>
<b>Business Unit</b>	ODCBU
<b>Function/Region</b>	Commercial
<b>Location</b>	Home-Based (Dallas)
<b>Leader</b>	Region Manager
<b>People Leadership</b>	N/A
<b>Job Level</b>	5
<b>Role Purpose</b>  To advocate for selected core brands in the On-Premise in dedicated market. Will be a market expert, influencing key thought leaders of assigned core brands. Attract, Retain and Develop business across specific accounts.	
<b>Accountabilities</b> <ul style="list-style-type: none"> <li>• Build on-premise relationships with key influencers, utilizing education platforms and awareness of trends, both industry and non-industry; visit key accounts frequently</li> <li>• Execute WGS commercial excellence priorities and brand team marketing programs at priority accounts, with exclusive focus on assigned core brands</li> <li>• Develop relationships with top 10% at distributor partner (Influential sales people, Craft team, Mixology team), partnering with On-Premise District Manager</li> <li>• Support and leverage Brand Ambassadors as necessary relative to executing local events, recruiting and implementing in alignment with Commercial Excellence strategy</li> <li>• Work alongside On Premise DM and Regional marketing to develop specific programs for the influential On Premise accounts</li> <li>• Track activity and performance of key account relationships on Great Vines</li> <li>• Execute agreed plan and seed/nurture new brands as directed in market in relevant accounts</li> </ul> Execute assigned budgets against agreed CE expectations and agreed commercial KPI's	

## 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:

### Relating & Networking

- 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

### Planning & Organizing

- Sets clearly defined objectives
- Plans activities and projects well in advance and takes account of possible changing circumstances
- Identifies and organises resources needed to accomplish tasks
- Manages time effectively
- Monitors performance against deadlines and milestones
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### Presenting & 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

### Adapting & Responding to Change

- Adapts to changing circumstances
- Accepts new ideas and change initiatives
- Adapts interpersonal style to suit different people or situations
- Shows respect and sensitivity towards cultural and religious differences.
- Deals with ambiguity, making positive use of the opportunities it presents.

### 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

### Coping with Pressures & Setbacks

- Works productively in a pressurised environment
- Keeps emotions under control during difficult situations
- Balances the demands of a work life and a personal life.
- Maintains a positive outlook at work.
- Handles criticism well and learns from it.

**Skills and Qualifications:**Essential:

- A strong background in the spirits and wine industry is required. A minimum of 5 years supplier-side experience is highly valued
- Excessive travel necessary, including air travel; must have a valid driver's license
- Exceptional selling, rapport-building skills
- Excellent verbal, written, and listening communication skills
- Strong personal drive and individual initiative in daily routine
- Solid problem solving skills and good analysis skills
- Effective distributor management capabilities and the ability to gain commitment of the distributor/broker sales and management teams to WGS initiatives
- Proficiency in Microsoft suite

Desirable:

- Bachelor's Degree is strongly preferred