



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Job Title</b>	<b>Commercial Manager, South</b>
<b>Business Unit / Group Function</b>	BBU
<b>BU Team / Sub-Function</b>	Commercial/Sales – SEA
<b>Location</b>	Malaysia
<b>Team Leader</b>	Country Manager - Malaysia
<b>Team Members</b>	No
<b>Job Level</b>	4B
<b>Role Purpose</b>  Deliver the Company's commercial objectives within the South region of the Malaysia market.  Maximise opportunities, grow the existing business and strengthen long-term brand equity within the customers/channels/segments within scope.	
<b>Accountabilities</b> <ul style="list-style-type: none"><li>• Partner with the Commercial Manager/Country Manager to execute against priorities across customer/channels/segments/brands within the South region of the Malaysia market.</li><li>• Be accountable for execution of RTC priorities within your customers/channels/segments in line with agreed Quarterly Sales Briefings (QSB).</li><li>• Execute growth drivers in line with clear activation parameters, and provide inputs into M&amp;E framework so learnings from campaigns can be incorporated in the future.</li><li>• Deliver minimum execution standards (MES) within your customers/channels/segments and ensure timely measurement via salesforce automation (SFA) or other forms of data capture.</li><li>• Proactively analyse available data (distribution, sell through, uplifts, minimum execution standards progress etc) to build and execute against objectives.</li><li>• Be fully aware of market trends (consumer, competitor, macro-economic) in order to provide insights and identify opportunities.</li></ul>	
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