

## ROLE PROFILE

<b>Job Title</b>	<b>On-Trade Specialist</b>
<b>Business Unit</b>	BBU
<b>Function/Region</b>	Commercial/Sales – SEA
<b>Location</b>	Malaysia
<b>Leader</b>	Commercial Manager
<b>People Leadership</b>	N/A
<b>Job Level</b>	4B
<b>Role Purpose</b>	
<p>Act as a specialized educational and commercial resource who partners with local market distributor partners and teams to help drive rate of sale through key accounts. Identifies and capitalizes on opportunities for broader distribution through focus on educational excellence, advocacy, and specialist menu listings within identified segments.</p> <p>Exercise a high degree of persuasion to promote product quality and heritage through staff education, events as well as in building a relationship with target consumers and creating community within the trade.</p>	
<b>Accountabilities</b>	
<ul style="list-style-type: none"><li>• Establish relationships with and educate Key Accounts in order to improve merchandising, distribution and drive volume of brands through activations and menu listings.</li><li>• Drive on-trade business through engaging consumers, bartenders, sommeliers, restaurant managers with tailored training programs: visibility drivers, competitions and events, and other appropriate activations (e.g. guest shifts, collaborations, temporary menus).</li><li>• Be the face of mixology of WG&amp;S in the On-trade for trade and consumers in events, tastings, social media etc.</li><li>• Deliver minimum execution standards (MES) within your customers/channels and 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>	

## 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 and 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

### 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

### Planning and Organising

- 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

### Adapting and 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

### Delivering Results & 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.

### 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:**Essential:

- Results-driven, highly motivated individual and ability to work with minimum supervision
- Good understanding of Commercial and/or Trade Marketing concepts and functions
- Strong and good interpersonal, communication and relationship building skills
- Possesses strong, professional and positive work ethic, with 'can do' attitude

Desirable:

- Possesses good business acumen, entrepreneurial mind set and sound commercial judgement
- Self-reliant, tenacious and creative problem solver with a flexible, entrepreneurial approach

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