

## ROLE PROFILE TEMPLATE

<b>Job Title</b>	<b>Regional Account Executive</b>
<b>Business Unit</b>	Commercial
<b>Function/Region</b>	North
<b>Location</b>	Hook – Field Based
<b>Leader</b>	Field Sales and UK Commercial Capability Controller
<b>People Leadership</b>	No
<b>Job Level</b>	4B
<b>Role Purpose</b>  <p>To execute WG&amp;S vision of being the U.K.'s leading premium spirits business within On-Trade Regional Groups.</p> <p>Work with regional groups to deliver our Triple Win approach to leverage brand growth and become the Partner of choice and activate brands to optimise distribution, sales, visibility, NSV and contribution within agreed budgets and strategic guidelines.</p> <p>Deliver budget performance, within agreed guidelines, ensuring sustainable growth and profitability for the Company whilst balancing brand equity and value.</p>	
<b>Accountabilities</b> <ul style="list-style-type: none"> <li>• Manage a core number of regional groups to ensure WG&amp;S is the partner of choice.</li> <li>• Produce customer account plans that integrate with Brand Plans and Channel strategy achieving distribution, brand visibility, volume and profit target/budgets.</li> <li>• Identify new regional group business that are suitable for new distribution and brand visibility within territory.</li> <li>• Ensure the appropriate brands and investment is targeted to the right consumers in the right outlets via the segmentation model.</li> <li>• Ensure accurate P&amp;L management.</li> <li>• Produce volume forecasts by brand through analysis of each designated customer, identify opportunities throughout the year to deliver continued business growth by brand.</li> <li>• Lead the improvement of brand performance at point of purchase through our consumer &gt; customer &gt; brand strategy.</li> <li>• Lead the internal/external development of virtual teams for designated customer groups.</li> </ul>	
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## Role specific competencies and skillset \*(FOR INTERNAL USE ONLY):

### Core Competencies

#### 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
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#### Working with People

- Demonstrates an interest in and understanding of others
- Adapts to the team and builds team spirit
- Recognises and rewards the contribution of others
- 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 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 & 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.
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#### 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

#### 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

### 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

## **Skills, Qualifications and Experience :**

### Essential:

- Strong commercial acumen and knowledge of P&L
- Able to demonstrate brand building principles and have a good understanding on balancing the brand building agenda with the commercial delivery
- Strong presentation skills and experience at delivering presentations in a motivational and engaging style
- Good IT skills.
- Strong communicator with the ability to interact, manage and develop relationships at all levels
- Adaptable to changing markets whilst having the creativity, drive and resilience to succeed
- A self-starter with strong prioritisation and planning skills, who can work within guide lines but also has the confidence and drive to do things independently via a winning mentality.

### Desirable:

- Experience of managing independent multiple account groups is desirable
- The ability to use data to interpret insights