



Job Title	On Premise Specialist
Job Level	5
Location	Home-based
Business Unit	BBU
Function	Sales
Leader	Area Manager or Senior District Manager
People Leadership	N/A
Role Purpose	
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.	
Responsibilities	
<ul style="list-style-type: none">• Build on-premise relationships with key influencers, utilizing education platforms and awareness of trends, both industry and non-industry; visit key accounts frequently• Execute WGS commercial excellence priorities and brand team marketing programs at priority accounts, with exclusive focus on assigned core brands• Develop relationships with top 10% at distributor partner (Influential sales people, Craft team, Mixology team), partnering with On-Premise District Manager• Support and leverage Brand Ambassadors as necessary relative to executing local events, recruiting and implementing in alignment with Commercial Excellence strategy• Work alongside On Premise DM and Regional marketing to develop specific programs for the influential On Premise accounts• Track activity and performance of key account relationships on Open bar• Execute agreed plan and seed/nurture new brands as directed in market in relevant accounts• 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

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

Created by:	
Date:	
HRBP:	
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