## Role Profile

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| **Job Title** | **Assistant Area Sales Manager – Quanzhou** | |
| **Business Unit** | **ODC BU** **– WG&S China** | |
| **Function/Region** | **Commercial/Sales** | |
| **Location** | **China** | |
| **Leader** | **Senior Regional Sales Manager** | |
| **People Leadership** | **Yes** | |
| **Job Level** | **4B** | |
| **Role Purpose**  Work with local distributors to ensure common focus and aligned targets with WG&S Sales to include volume, penetration, channel mix, rate of sales, and profitability.  Increase brand visibility at accounts with effective POS placements; Enhance rate of sales (ROS) in accounts with promotions and activities. | | |
| **Accountabilities**   * Plan weekly call visits to maintain relationship with local distributors and outlets, manage brand development & growth of WG&S Brands in the area * Determine appropriate space to sales ratios, plus representation against competitor brands in off premise accounts, and determine gaps in WG&S brand exposure * Ensure WG&S brands have the correct exposure compared to competing categories * Ensure that pricing of WG&S brands is consistent with brand guidelines within the China market * Execute and evaluate regional promotional programs at outlet level, to required level of impact and effectiveness within set timing and budgets * Monitor and evaluate operational plans and take corrective action as required * Collect competitors’ information constantly and keep track of industry / market trends * Update and maintain all data and information systems * Effectively and efficiently manage business budgets, and expenses incurred in line with company guidelines * Develop and maintain positive and constructive relationships with all relevant internal and external stake holders | | |
| **Values**  C:\Users\proval\Downloads\267177_7.png | | |
| **Core Competencies:**   |  |  | | --- | --- | | **Deciding & Initiating Action**   * Makes prompt, clear decisions which may involve tough choices or considered risks * Takes responsibility for actions, projects and people * Takes initiative and acts with confidence * Initiates and generates activity | **Leading & Supervising**   * Provides others with a clear direction * Sets appropriate standards of behaviour * Delegates work appropriately and fairly * Motivates and empowers others * Provides staff with development opportunities and coaching * Recruits staff of a high calibre | | **Persuading & 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. | | **Applying Expertise & Technology**   * Applies specialist and detailed technical expertise * Develops job knowledge and expertise through continual professional development * Shares expertise and knowledge with others * Uses technology to achieve work objectives * Demonstrates appropriate physical co-ordination and endurance, manual skill, spatial awareness and dexterity * Demonstrates an understanding of different organisational departments and functions | **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:   * Proven track record within a sales capacity, ideally within Liquor * Experience in the FMCG selling environment. * Strong negotiation and communication skills * IT Skills (excel/PowerPoint/word) * Numerate * Above average presentation skills written and verbal * Strong relationship building skills   Desirable:   * Graduate Degree * Confident and motivated * Resilient and reliable * Organised – a planner as well as an implementer * A team player | | |
| Created by: | | Ting Ting Hsu |
| Date: | | 21 July 2022 |
| HRBP: | |  |
| Date of last revision: | | 19 Nov 2020 |