



<b>Job Title</b>	<b>Regional Executive – South Africa</b>
<b>Business Unit</b>	BBU 3PM
<b>Function/Region</b>	Commercial – South Africa
<b>Location</b>	Cape Town
<b>Leader</b>	Country Manager South & Southern Africa
<b>People Leadership</b>	No
<b>Job Level</b>	5
<b>Role Purpose:</b>  Lead the deployment of tools and assets that will service the Country Manager, Customer Marketing Manager and 3 <sup>rd</sup> Party distributor sales teams. Generate reporting via PowerBi and other insights platforms to inform M&E, lockdown meetings and sales briefings. Ensure controls and governance are maintained at the highest levels within the regional office.	
<b>Accountabilities:</b> <ul style="list-style-type: none"><li>• Ensure production and delivery of tools to enable implementation of Minimum Execution Standards and activations in all the target outlets in both On and Off Trade channels.</li><li>• Give clear execution guidelines and tools to salesforce, through lockdown meetings and sales briefings, to ensure flawless execution of both Minimum Execution Standards and defined activation programmes</li><li>• Play a lead role in planning and executing the annual calendar of Drive Cycle activities – including providing monthly status updates – to ensure delivery on time, on budget</li><li>• Lead from the front alongside commercial team to negotiate and implement activity in target outlets, ensuring that the commercial arguments are clear and persuasive</li><li>• Set SMART objectives for all Sales Driver activities and ensure that full post-evaluation is completed leading to actionable insights</li><li>• Compile a monthly report detailing successes, challenges and next month's plan for the Country Manager and wider team. This reporting should cover all aspects of the RTC framework.</li><li>• Ensure that successes, best practice and other important regional messages are cascaded to the wider team by sharing and promoting ideas from the monthly report, as appropriate.</li><li>• Manage and track the activity spend and operating costs in line with budget.</li><li>• Research proposals to drive new business opportunities in both On and Off Trade channels and make recommendations on the best course to the Country Manager.</li><li>• Complete and submit all reporting, expenses and other administration requirements in a timely manner</li><li>• Activation, analysis, measurement and evaluation of all trade promotions, ensuring trends discovered are shared with the wider team.</li><li>• Compile reports on competitor activity with the purpose of developing and maintaining awareness of any and all competition activity and its impact on our brands and plans.</li></ul>	
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