



Job Title	Innovation Commercial Manager (ICM)
Job Level	4B
Location	1) FL. 2) TX or CA
Business Unit	ODCBU
Function	Commercial
Leader	Region Director
People Leadership	No

Role Purpose

This role will provide support and communication between HQ Innovation team, Field & Operations. Will collaborate on brand planning, brand reviews, QBR's, as well as support and lead all new product launches and test markets, including pre-planning and execution. Will collaborate with distributor partners and increase SOM with craft, mixology and Regional Account teams.

Key Relationships

HQ Innovation team, RD's, Trade Marketing Director, Field Sales Personnel, BA's, NAOP/NA Off, Region Marketing Team, Operations Team, Senior Distributor/Broker Management tier, Distributor Craft and Mixology teams, Agency teams. This role does not have a separate budget but rolls into existing Commercial/Sales budgets.

Responsibilities

- Multi-Market focus up to a maximum of 2 priority and 2 secondary markets each role –RNDC Role – Primary: CA & Texas, and secondary: TBD; BBG – Primary: FL, IL, and secondary: TBD. Dual On-trade and Off-trade responsibility and will focus on FOB, Reyka, Hudson, NTW
- Amplify innovation strategy against RTC BMC prioritization, Standards of Excellence rollout & MES execution. Continues to promote the new RTC culture within our on and off premise focus markets
- Collaborates with HQ Innovation Team, region marketing and distributor teams on launch plans, brand reviews and annual brand planning and provide local/market commercial insights. Emphasis on market prioritization (BMC's), volume targets, channel strategy and adherence to pricing strategy. Ensures compliance of brand guidelines/strategies and collaborates with HQ and Regional Marketing to develop 5-year plan/brand strategy development.
- Regional Accounts and distributor resources: Providing appropriate guidance and counsel to WGS Sales team in order to improve WGS capabilities/performance in On and Off Premise channels. Lead local Sales teams in the development of WGS business in targeted Regional On-premise Accounts, drawing on National Accounts best practice. Ensuring programming executed in assigned accounts conforms to brand standards/strategies. Also Multiplies efforts by utilizing distributor craft and mixology teams, arranging blitzes
- Works with DM's/ Area Managers to influence activity, engaging local WGS field sales and distributor collaboration
- Works with OBU/Operations team on OOS, special projects, market intel
- Supports and leverages BA's on their market priorities/ opportunities (alignment on KPI's)
- Routinely analyzes Distributor/broker execution performance as well as gauges competitive activity in the market. Manages promo budgets so that spending stays within assigned budgets. Monitors and tracks pricing to ensure brand pricing guidelines are executed throughout region.



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:

1.1 Deciding and Initiating Action

- Makes prompt, clear decisions which may involve tough choices or considered risks
- Takes responsibility for actions, projects and people
- Takes initiative, acts with confidence and works,
- Initiates and generates activity

3.1 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

3.2 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

3.3 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

4.3 Analysing

- Analyses numerical data, verbal data and all other sources of information
- Breaks information into component parts, patterns and relationships
- Probes for further information or greater understanding of a problem
- Makes rational judgements from the available information and analysis
- Produces workable solutions to a range of problems
- Demonstrates an understanding of how one issue may be a part of a much larger system.

5.2 Creating and Innovating

- Produces new ideas, approaches, or insights
- Creates innovative products or designs
- Produces a range of solutions to problems.
- Seeks opportunities for organisational improvement. Devises effective change initiatives.

Skills and Qualifications:

Essential:

- Minimum 5 years work experience within the Consumer-Packaged Goods Industry with a minimum of 2 years' experience in Innovation (developing and commercializing new products and platforms)
- Bachelor's degree or equivalent
- Experience analyzing consumer and category data & translating into new product/platform recommendations
- Knowledge of processes required to conduct competitive or industry landscape analyses



- Demonstrated project management skills
- Excellent organizational skills, ability to prioritize multiple priorities and strong attention to detail
- MS Office skills i.e. Outlook, Word, Excel PowerPoint
- Strong interpersonal skills and ability to communicate (verbal/writing) effectively
- Self-motivated and strong analytical / problem solving skills
- Ability to collaborate at all levels of the organization and across other functional area.
- Ability to lead and manage projects with cross-functional teams across the company and our distributor network
- Team oriented player that thrives in a collaborative environment
- Ability to maintain a high level of confidentiality