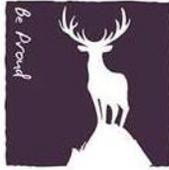


Job Title	Senior District Manager
Business Unit	ODC
Function/Region	Commercial
Location	Home-based
Leader	Region Director
People Leadership	Yes
Job Level	4A
Role Purpose	
<p>Manages and oversees all regional activities through distributor/broker organization, with emphasis on securing senior management commitments to WGS goals and initiatives. Ensures that the region sales team and distributor/broker efforts are focused on appropriate accounts, territories, and channels in order to achieve WGS long-term objectives. Appropriately manages market conditions, reacts to competitive activity and leads WGS prioritization throughout distributor/broker network. Owns profit responsibility for the market(s) and maximizes profitability of the business through advanced pricing & programming skills; A & P investments & budget management; and long-term strategic development of the market(s).</p>	
Accountabilities	
<ul style="list-style-type: none"> • Working with distributor/broker management to pre-plan all WGS activity in the market, including volume planning, spending initiatives, and KPI objectives. Securing senior distributor/broker management commitment to WGS goals and initiatives • Solely managing a market with profit responsibility in excess of \$2.5 Million (gross contribution minus promotion spend); and/or, solely managing a market that is comprised of a comparatively large number of senior-level distributor stakeholders; and/or, solely managing a market that is uniquely complex due to number of touchpoints in order to lead profitable WGS growth (e.g., Nevada) • Motivating and developing distributor/broker sales team in order to achieve WGS volume targets and sell-through objectives (POS, merchandising, drink lists, brand promotion) in the market • Maintaining and analyzing market performance in order to ensure WGS goals are achieved. Routinely analyzing distributor/broker execution performance as well as gauging competitive activity in the market. Conducting business reviews with distributors/brokers in order to ensure WGS goals are achieved. • Ensuring all in-market spending/ monies are effectively spent, maximizing value creation. Managing budgets to ensure spending stays within assigned budgets • Reporting on market results, as well as changing market activity on a routine basis. Leads market actions needed in order to ensure WGS plan achievement in the market • Developing relationships with key members of the trade (retailer off-premise accounts, on-premise accounts, etc) in order to develop WGS brands in the market. Gaining appropriate commitments to WGS initiatives • Provide education/training to distributor/broker sales organization(s) and to key, influential members of the trade (retailers, bartenders, wait staff, etc) 	

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:

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

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.

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

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

Entrepreneurial and Commercial Thinking

- Keeps up to date with competitor information and market trends

Delivering Results & Meeting Customer Expectations

- Focuses on customer needs and satisfaction
- Sets high standards for quality and quantity

- Identifies business opportunities for the organization
- Demonstrates financial awareness
- Controls costs and thinks in terms of profit, loss and added value

- Monitors and maintains quality and productivity
- Works in a systematic, methodical and orderly way
- Consistently achieves project goals.

Skills and Qualifications:

Essential:

- Bachelor's Degree is required
- Excellent verbal, written, and listening communication skills
- Solid skills in strategic thinking, relationship building, and customer service
- Solid problem solving skills and good analysis skills
- Computer skills are required in order to evaluate market performance and communicate internally/externally
- Strong personal drive and individual initiative in daily routine
- Advanced influencing skills and distributor management capabilities
- Expressing confidentiality in dealing with trade
- A strong background in the spirits and wine industry is required, with the number of years' experience dependent on the complexity of the region. A minimum of 10 years' experience, with supplier-side experience highly valued
- The proven ability to influence senior level stakeholders at the distributor and within the sales organization
- Proven track record of living the values in an exemplary way
- Proven track record of successfully managing the complex market(s) as described above
- The proven ability to make strategic decisions around pricing and promotion management

- Excessive travel might be necessary, occasionally requiring air travel; must have a valid driver's license

Created by:	
Date:	
HRP:	
Date of last revision:	