

## ROLE PROFILE

<b>Job Title</b>	<b>Commercial Manager, North</b>
<b>Business Unit</b>	BBU
<b>Function/Region</b>	Commercial/Sales – SEA
<b>Location</b>	Malaysia
<b>Leader</b>	Country Manager - Malaysia
<b>People Leadership</b>	No
<b>Job Level</b>	4B
<b>Role Purpose</b>	
<p>Deliver the Company’s commercial and marketing objectives within the North region of the Malaysia market.</p> <p>Maximise opportunities, grow the existing business and strengthen long-term brand equity within the customers/channels/segments within scope.</p>	
<b>Accountabilities</b>	
<ul style="list-style-type: none"><li>• Partner with the Commercial Manager/Country Manager to execute against priorities across customer/channels/segments/brands within the North region of the Malaysia market.</li><li>• Be accountable for execution of RTC priorities within your customers/channels/segments in line with agreed Quarterly Sales Briefings (QSB).</li><li>• Execute growth drivers in line with clear activation parameters, and provide inputs into M&amp;E framework so learnings from campaigns can be incorporated in the future.</li><li>• Deliver minimum execution standards (MES) within your customers/channels/segments and ensure timely measurement via salesforce automation (SFA) or other forms of data capture.</li><li>• Proactively analyse available data (distribution, sell through, uplifts, minimum execution standards progress etc) to build and execute against objectives.</li><li>• Be fully aware of market trends (consumer, competitor, macro-economic) in order to provide insights and identify opportunities.</li></ul>	

## 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 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

### 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

### 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

### Delivering Results and 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

### Adapting and Responding to Change

- Adapts to changing circumstances
- Accepts new ideas and change initiatives
- Adapts interpersonal style to suit different people or situations
- Shows an interest in new experiences.
- Deals with ambiguity, making positive use of the opportunities it presents
- Demonstrates appropriate physical co-ordination and endurance, manual skill, spatial awareness and dexterity
- Demonstrates an understanding of different organisational departments and functions

### 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

**Skills and Qualifications:**Essential:

- Results-driven, highly motivated individual and ability to work with minimum supervision
- Good understanding of Commercial and/or Trade Marketing concepts and functions
- Strong negotiator, with good communication and relationship building skills
- Strong, professional and positive work ethic, with 'can do' attitude

Desirable:

- Possesses good business acumen, entrepreneurial mindset and sound commercial judgement
- Analytical, good financial awareness, understands impact of decisions on profitability
- Self-reliant, tenacious and creative problem solver with a flexible, entrepreneurial approach

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Date:	23 May 2022
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Date of last revision:	23 May 2022