

Job Title	Senior Manager, Commercial Planning
Business Unit	ODCBU
Function/Region	Commercial Planning
Location	Home-Based
Leader	Director, Commercial Planning
People Leadership	Yes
Job Level	4A
Role Purpose To lead the bottoms-up planning for and activation of activity plans for 2-3 of the top 5 markets. Analyze activity results, budgets and execution to drive clear insights and optimization for future market plans and activities.	
Responsibilities <ul style="list-style-type: none"> • Lead the development and activation of annual bottoms-up activity plans and budgets for top markets. Ensure that plans align with national brand plans, program and brand KPIs, local A&P/ LMF budget priorities and annual growth targets. • Develop and maintain focus market program calendar by programming period, channel and brand. Leverage an in-depth understanding and application of the most effective promotional and marketing levers within the desired channels to drive calendar development. • Act as lead for key in-year program and tactic planning for focus markets. Own cross-functional alignment process, meetings and follow-ups for brand, region marketing, commercial teams and distributor. • Responsible for development of commercial activity KPIs (annual and programmatic) and setting of KPI targets for focus markets. Ensure commercial team, National Accounts, brand and Exec alignment for all KPIs and targets. Own monthly KPI/target tracking and reporting for focus markets. • Lead commercial A&P/ LMF budget reviews and spend analysis for focus markets. Develop budgeting/spend guidelines by brand, channel, activity and program period. • Ruthlessly prioritise market, program/tactic, channel, brand and seasonal opportunities to ensure resource investment is placed in the most appropriate manner • Oversee the Region Marketing function to ensure effective activity plan activation and local marketing planning. Ensure local marketing plans are consistent with brand strategies and priorities. • Lead key programming/ activity M&E and quarterly reporting with assistance of commercial analysts. Identify key insights. Learning and results. Leverage analysis to optimize programming, activities, tools and channel planning. • Develop and maintain exceptional distributor relationships in order to drive tight alignment on annual and programmatic plans, earn “more than our fair share” of distributor focus and build “preferred supplier status” for WGS. • Develop process and lead monitoring of distributor planning and budgeting compliance per contract. 	

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

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

Formulating Strategies and Concepts

- Works strategically to realise organisational goals
- Sets and develops strategies
- Identifies, develops positive and compelling visions of the organisation's future potential
- Takes account of a wide range of issues across, and related to, the organisation.

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.

Skills and Qualifications:**Essential:**

- Minimum 3 years of experience in commercial planning, brand, trade marketing, region marketing and/or sales capacity in liquor or consumer packaged goods industry is required; with a strong understanding of the 3-tier US liquor regulatory environment
- Bachelor's Degree, preferred
- Demonstrated ability to successfully work cross-functionally, with other teams, while at the same time a strong ability to work independently
- Demonstrated ability to develop, put into place and execute against successful strategies through strong planning and organizational skills
- Thought leader with strong analytical, interpersonal, written and verbal communication skills. Candidate will be expected to give compelling and insightful presentations
- Highly effective and motivated relationship builder and influencer
- Detail -oriented is essential for budget management, as well as a high level of IT proficiency
- Ability to travel within the US; must have a valid driver's license