



<b>Job Title</b>	<b>Global Head of Commercial Planning</b>
<b>Business Unit</b>	BBU
<b>Function/Region</b>	Commercial
<b>Location</b>	London
<b>Leader</b>	Global Director of Category Development
<b>People Leadership</b>	Yes
<b>Job Level</b>	3A
<b>Role Purpose</b>	
<p>To develop, deploy and drive continuous improvement of the Commercial Planning approach for WG&amp;S including leading Integrated Planning to drive deeper connectivity between functions, and create an efficient process that ensures our brand activation in markets is delivered on time, and aligned to our Global and Local Commercial strategies</p> <p>Embed across ODC &amp; 3PD markets a common operating rhythm, including design &amp; execution of standard meeting structures with clear roles and responsibilities that can be adapted as a flexible framework for local market leadership teams to execute. Enable markets with efficient and effective Commercial Planning and Channel activation tools.</p>	
<b>Accountabilities</b>	
<ul style="list-style-type: none"> <li>• <b>5-1 Integrated Planning:</b> Own the design &amp; program of the WG&amp;S Integrated Planning approach, bringing together RTC, Brand &amp; Financial Planning into a united approach</li> <li>• <b>Commercial Planning Tools:</b> Create practical suite of tools that enable markets to plan resources / A&amp;P to target key market opportunities aligned to brand &amp; market strategy</li> <li>• <b>Operating Rhythm:</b> Design and embed a consistent Operating Rhythm using a flexible framework that can be adapted to market executional needs suitable for ODC &amp; 3PD markets</li> <li>• <b>Quarterly Sales Briefings:</b> Build toolkits suitable for use by ODC &amp; 3PD markets to host insightful &amp; focused QSB meetings ensuring sales teams have the right execution tools</li> <li>• <b>Learning Forum:</b> Equip markets with tools that support learning from M&amp;E, in partnership with Insights team, to drive continuous improvement in our channel activation</li> <li>• <b>WG&amp;S Activation Documentation:</b> Document the standard process within both ODC &amp; 3PD markets to drive consistency &amp; standardisation of our go-to-market approach within the channels</li> <li>• <b>Commercial Planning Capability:</b> Co-create capability content to train the teams on Commercial Planning</li> <li>• <b>Embed the change:</b> Partner with L&amp;D, Corporate Comms and BBU colleagues to drive deeper understanding &amp; awareness of the role &amp; purpose of Commercial Planning</li> </ul>	