

ROLE PROFILE TEMPLATE

Job Title	Commercial Executive – RTM
Business Unit	WG&S UK
Function/Region	Commercial
Location	Hook
Leader	Business Account Manager
People Leadership	None
Job Level	5
Role Purpose <p>Provide support, maintain data & insights for the On & Off Trade RTM Team to enable greater visibility of account performance and ensure quality & consistency of data through the likes of SalesOut & other reporting platforms.</p> <p>Provide clear and concise data analysis to help deliver channel and business goals and targets. Support On & Off trade RTM BAM & NAMs with Promotional planning, PAF & Promo pricing support & brand activation (promotional pricing loading, NPD, NLF). Provide analysis of promotional activity, giving analysis on promotional ROI.</p> <p>Continually review how we manage, use, and share information internally, developing customer performance insight, helping to improve the team's performance in delivering our team targets and business benefits.</p>	
Accountabilities Joint Business Plan / commercial documents, support & maintenance <p>Ensure that all On & Off RTM customers JBP's are fully maintained</p> <ul style="list-style-type: none"> Responsible for downloading all external & internal data feeds from major customer platforms (SalesOut). Providing insight at an Account level of opportunities or issues arising from planned JBP performance & promotions. Evaluation of promotional activity enabling the commercial team to understand performance and evolve promotional plans to maximise effectiveness. Support modelling of JBP's during Business Planning & CPI process. Promotions planning, implementation and effectiveness <p>End to end ownership of internal promotional activities including</p> <ul style="list-style-type: none"> Systems management of all customer account promotional activities and Purchase Orders in line with direction from account teams within agreed timelines. Regular review of pricing activities with the Commercial Finance and Commercial On & Off Trade RTM team through month end checks & PAF reviews, ensuring strong control over the financial plan, completing any actions of PAF reviews for key customers. <p>Support promotional planning activities though</p>	

- Assisting the updating of customer account plans, working closely with account managers to ensure changes continually reflect a “live” view.
- Update plans post promotion to reflect Actual Sales vs Forecast & feedback data where available using available sales platforms (QlikView, SmartView, SalesOut).
- Lead the capture of promotional activity by the On & Off Trade RTM teams, feeding this back to the wider business, highlighting the teams business wins.
- Evaluate promotional activity, to assess its success or failure through ROI, ROS, Distribution gains and other key metrics.

Pricing

- Support the set-up of new line forms and customer promotional proposals.
- Support RTM BAM's and NAM's in relation to pricing and the CPI ensuring processes run efficiently across the wider commercial team, working with the Commercial Finance team to create & maintain customer focused documentation in a timely manner.
- Support the maintenance of customer price files on internal customer documents / CAP plans in conjunction with BAM's and NAM's.
- Maintenance & development of the PAF loading form to be used by the RTM BAM & NAMs (In particular for the loading of year end PAF's).

NPD

- Own and maintain the NPD Checklist for the RTM team. Ensure other departments are on time with delivery of all assets to enable smooth launch within wholesalers and retailers.
- Support the evaluation of NPD launches working with the Category team using various customer specific tools, in store evaluation and competitor analysis to deliver strong insight for future brands.
- Be the champion of the NPD process, assisting Account Managers to locate & utilise available resources for any forthcoming brand launches.

General

- Support ad hoc projects as agreed in advance with your leader, which will benefit the RTM team and wider commercial team in business-critical matters.

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Role specific competencies and skillset *(FOR INTERNAL USE ONLY):

Deciding & Initiating Action	Planning & Organising
<ul style="list-style-type: none"> • Makes prompt, clear decisions which may involve tough choices or considered risks • Takes responsibility for actions, projects, and people • Takes initiative and acts with confidence • Initiates and generates activity 	<ul style="list-style-type: none"> • Sets clearly defined objectives • Plans activities and projects well in advance and takes account of possible changing circumstances • Identifies and organises resources needed to accomplish tasks • Manages time effectively • Monitors performance against deadlines and milestones

Persuading & Influencing <ul style="list-style-type: none"> • 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 & Meeting Customer Expectations <ul style="list-style-type: none"> • 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.
Applying Expertise & Technology <ul style="list-style-type: none"> • Applies specialist and detailed technical expertise • Develops job knowledge and expertise through continual professional development • Shares expertise and knowledge with others • Uses technology to achieve work objectives • Demonstrates appropriate physical co-ordination and endurance, manual skill, spatial awareness, and dexterity • Demonstrates an understanding of different organisational departments and functions 	Coping with Pressures & Setbacks <ul style="list-style-type: none"> • Works productively in a pressurised environment • Keeps emotions under control during difficult situations • Maintains a positive outlook at work. • Handles criticism well and learns from it. •

Company 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

Skills, Qualifications and Experience :

Essential:

- Excellent IT skills (strong working knowledge of Excel) and the ability to interpret insights from data
- Strong relationship management and communication skills
- Ability to influence at a variety of levels
- Ability to be adaptable and prioritise effectively
- Confident and creative thinker, able to work collaboratively both as part of a team and across teams

Desirable:

- Project management experience.