

ROLE PROFILE

Job Title	Key Account Manager
Business Unit	ODC BU - WG&S Australia
Function/Region	Commercial / Sales
Location	Hybrid
Leader	Senior National Account Manager
People Leadership	N/A
Job Level	4B
Role Purpose To execute the Australian sales vision and strategy in alignment with the William Grant & Sons Premiumisation Strategy and Third-Party Brand Strategies.	
Accountabilities <ul style="list-style-type: none"> • Deliver budget performance, within agreed guidelines, ensuring sustainable growth and profitability for the Company whilst balancing brand equity and value. • Activate Brands within a portfolio of accounts to optimise distribution, sales, visibility, NSV and contribution for William Grants and Agency partner Brands within agreed budgets and strategic guidelines as per Route to Markets targets. • Responsible for a diverse account base including Indirect and Direct National Accounts, and RTM accounts. • Produce customer account plans (CAP) that integrate with Brand Plans and Channel strategy achieving brand activation, distribution, volume, and profit target/budgets. • Maximise distribution, activation, and visibility of company products in line with objectives by Route to Consumer Segmentation. • Work with your leader to ensure that the Brand Plans are integrated with the Account Plans. Ensure the appropriate brands and investment is targeted to the right consumers in the right outlets via the Route To Consumer segmentation model. • Ensure the accuracy of indirect and direct forecasting and management of the P&L, to deliver continued business growth. • Through the yearly plan and matrix, maintain the agreed level and frequency of contact with all key contacts within the customer's organisation. • Optimise ongoing growth and profitability for the Channel by seeking out and identifying new challenges and opportunities to drive against strategic aims 	

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 can bring people on a journey
- Takes initiative, acts with confidence, and works independently but not in isolation
- Through problem solving Initiates and generates activity to drive mutual business benefits for WG&S and customers

Planning and Organising

- 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 and Influencing

- Makes a strong likeable 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
- Consistently achieves project goals

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

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
- Analysis of data to initiate insights and deliver profitable activations via the right consumer channels

Skills, Qualifications and Experience:

- Commercial awareness – makes sound decisions based on profitability and has a proven track record in Profit & Loss management
- Understanding and working knowledge of brand building with the ability to balance commercial delivery
- Analytical capability – decision making based on turning data evaluation to actionable insight
- Resilient and pragmatic with the ability to manage a wide portfolio of accounts / contacts and deliver budget commitments
- Strong, confident communicator with excellent interpersonal skills internally & externally
- Demonstrates professionalism, credibility, trust, and respect

Created by:	Kristy Ryan
Date:	January 2023
HRBP:	Karen Coyle
Date of last revision:	30/01/2022