



Job Title	Commercial Director
Job Level	3A
Location	In region
Business Unit	QSI
Function	Sales/Commercial
Leader	Managing Director QSI
People Leadership	TBC
Role Purpose To represent and develop the company's business in the designated region and pro-actively manage existing customers for growth in volume and value across the key categories, ensuring annual budgets and key metrics are delivered and exceeded securing full potential of commercial possibilities. To provide excellent customer service and continually seek out, nurture and convert new customer sales leads which accelerate growth for the region in a sustainable way.	
Accountabilities <ul style="list-style-type: none"> Propose, agree, implement and own a compelling 5 year plan which ensures that QSI delivers as the most successful 'Value for money' business in the scotch and spirits category in the region. Utilise regional market expertise on trends, which inform commercial and operations decisions and identify key business growth opportunities, including categories, pricing, competitors, consumers, cultures, ways of working, spirit and shopper trends and retailer development. Utilise astute commercial acumen to develop a clear commercial plan to ensure portfolio growth of specific brands, progressive pricing and overall margin expansion. Proactively search out, nurture and convert new business, ensuring at least 30% of weekly time is dedicated to winning new profitable and sustainable business with a clear and constant focus on building a scalable 3YO blend business and portfolio growth in Blend, Malt, Gin, Irish and Bourbon. Direct account management with key retailers, wholesalers and importers as relevant, ensuring a strong partnership and maximum leverage in negotiations to deliver brand growth, budget delivery and business expansion in line with strategic plans. Assist in PO's, shipments, minimum order quantity and all liaisons with QSI operations / OBU Enforce all business compliance and legal requirements, and ensure timely recording of all business commitments and customer agreements and supply full transparency on all activities. Proactive monthly forecasting and analysis of area and customer P&L, contributing to S&OP model and ensuring forecast accuracy and delivery of annual budget phasing commitments to ensure the business has access to timely and accurate data to assist planning and drive efficiencies and scale. Strong control of all budgets, allocations, pricing, net revenue management (NRM), portfolio development (Including relevant NPD) A&P monies, and expenses to ensure ROI and true 'value for money' principles are adopted in all aspects of the business. Proactive weekly, monthly and quarterly reporting, through weekly sales tracker reporting, new sales leads logs, monthly business reviews, LE's and active business plans. Represent region and be an ambassador for QSI, providing inspirational global executive presence and knowledge (Internally & Externally), ensuring QSI leads both category thinking and gains 'preferred supplier status' within the industry. Demonstrate behaviours in line with our diversity and inclusion aim which is to create and promote a diverse and inclusive culture at WG&S where ideas, differences and views are respected and where all employees are encouraged to create their own personal legacy 	
Created by:	David Wilson
Date:	March 2021
HRBP:	Michelle Smillie
Date of last revision:	March 2021