



Job Title	Channel Development Head
Business Unit	BBU
Function/Region	Commercial
Location	London
Leader	Global Director of Category Development
People Leadership	No
Job Level	3B
Role Purpose Leverage the Global suite of Commercial Planning & Category Development tools to deploy and drive execution standards within the local markets. Ensure markets have the right tools, processes and assets to meet their requirements. Identify opportunities for consistent global solutions to drive efficiency and effectiveness into the Go-To-Market approach and execution planning.	
Accountabilities <ul style="list-style-type: none">• Provide customer marketing and commercial planning expertise to the markets, working with the RTC teams to ensure the markets have focussed action plans in place to drive Commercial Planning maturity (Right Job)• Support the markets to develop, implement and evaluate aligned activity calendars (including assets, brand events and activations) across all physical and digital channels across the region ensuring Omnichannel Integration for each brand through collaboration with Marketing teams• Work with the ODCs and 3PDs to embed the WG&S Integrated Planning approach, including the deployment and adaptation of global tools, assets and process that enable effective execution at a local market level• Deploy the tools and resources to help markets embed the structured Operating Rhythm and support the markets to facilitate key meetings within the business cycle (Quarterly Sales Briefings, Lockdown Meetings, Commercial Forums, Learning Forums), driving quality and effectiveness of each meeting• Translate Global Sales Execution Standards into locally relevant minimum execution standards (MES) and ensure their deployment and measurement via salesforce automation (SFA)• Lead the deployment of Category capability programs ensuring each market within the region has the appropriate capabilities in place• Develop strong relationships with key partners to ensure alignment across the Group, working pro-actively and constructively with the relevant teams and supporting cross-functional collaboration	

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:

To be inserted as Universal Competency Guidance

Deciding & Initiating Action

- 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

Leading & 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 & 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

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 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
- Concisely achieves project goals

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



Skills and Qualifications:

- Educated to degree level or equivalent with significant relevant functional experience
- Experience of contributing to a global or regional team to deliver exceptional results
- Experience of building strong credible relationships, partnering and influencing colleagues including Sales and Marketing directors across diverse markets
- Brilliant communication, influencing & coaching skills
- Proven ability to turn strategy into execution through a deep understanding of customer, shopper & consumer insights & codifying 'what it takes to win'.
- Proven ability to develop & regularly stress test Commercial Planning tools, process and frameworks to deliver best in class commercial propositions
- Channel Strategy development across On Trade, Off Trade and E-Commerce
- Customer Marketing capability
- English language requirement is essential and additional language capability is extremely useful

Created by:

Date:

HRBP:

Date of last revision: