



Job Title	Area Manager – UAE, Turkey, Qatar, Oman, Bahrain, Jordan
Level	4A
Location	Dubai UAE
Business Unit	Africa, Middle East & ISC
Leader	Regional Director
People Leadership	No direct reports Indirect supervision of Distributor sales teams
Any Other Key Relationships:	Distribution partners, Regional Finance, Supply Chain, Global Marketing, Customer Marketing, Customer Relations, Legal.
Role Purpose	
To deliver the Company’s commercial & marketing objectives within the region, maximising opportunities to build long-term brand equity and value, whilst ensuring delivery of both short-term financial results and long-term profit growth.	
Responsibilities	
<ul style="list-style-type: none"> • Implement the RTC new way of working with our key partners. • Proactively manage the distribution partner network within the area, establishing strong relationships that deliver the business plans. • Identify opportunities to build new business through existing and new customers or routes to market, utilising Value Pool analysis • Work from the global strategy to interpret and develop marketing and brand equity plans locally to ensure relevance to market and distributors, incorporating Route to Consumer principles and associated regional sales driver programmes, and implemented through Drive Cycles • Plan, set and agree budgets & objectives with the Regional Commercial leader • Understand and deliver the pricing strategy for each brand and deliver brand value pricing. • Proactively lead shipments plans for customers using depletions and stock level forecasts, monitoring and providing analysis on the P&L to deliver the annual budget and constantly seek ways to improve ROI • Responsible for auditing delivery of any A&P spend through distributors • Build solid awareness of external market trends (consumer, competitor, political insight), and identify opportunities to drive business development • Effectively manage the data and information requirements of the area, working with relevant support functions to maximise time and ensure monthly reports are delivered on time 	



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