

**PERFORMANCE PROFILE****BRAND DEVELOPMENT MANAGER****REPORTS TO** *Regional Customer Controller***FUNCTION** *Sales On Trade***Mission**

Passionate and enthusiastic brand development managers are needed to ensure the growth of Edrington-Beam Suntory UK brand presence in the key cities through the UK to ensure delivery of our company mission - excellent execution to the point of purchase.

Your task will be to take ownership of a geographic area and achieve distribution, availability, visibility, activation and training KPIs within your area of responsibility, ultimately increasing rate of sale and delivering profit, volume and market share increases. Highly motivated, commercially astute and with fantastic interpersonal skills you will represent category leading brands.

This is a diverse role and successful candidate will need to thrive on the challenge of variety and pace within an exciting and fun industry.

**Key Responsibilities**

To act as a company and brand ambassador, owning your territory by being seen as a credible and knowledge person to the trade and maximising opportunities for the joint benefit of Edrington-Beam Suntory UK and our customers.

Always considering our guiding principle - customers at the heart of all we do.

**Coverage**

- Become the expert in your area by developing an effective territory strategy in line with our outlet segmentation model.
- Maintain the optimal account base and meet or exceed daily call rate targets.
- Awareness of key events and new business in your city.

**Outlet Management**

- Use category led sales data to influence and drive distribution of key Edrington-Beam Suntory UK brands.
- Arrange promotional and brand visibility activity in line with agreed strategy and objectives.
- Enhance visibility of the brands through menu listings, merchandising and activation plans.
- Manage the process for negotiating and securing profitable contracted and non-contracted volume and distribution in key accounts.

**Relationship Management**

- Align with your customers to build mutually beneficial partnerships.

- Liaise with local RTM representatives and key influencers on a monthly basis to share local information and work collaboratively.
- Develop relationships with key internal colleagues.

### **Systems, Administration and Reporting**

- Report monthly on successes, challenges and competitor activity and utilise all available data sources to gain insight on your territory and adapt your approach accordingly.
- Utilise budgetary allocation effectively in line with current objectives
- Implement, run and follow up on support packages to maximise return on investment.
- Manage the trade promotion and accrual process for your customer.
- Accurately record and maintain the Salesforce system ensuring all relevant data is captured, monitored and utilised.

### **Training and Education**

- Inspire and engage customers through brand and category training
- Be confident to deliver training yourself as well as utilising the expertise of the brand education team

### **Knowledge, Skills and Experience**

- Customer focused
- Natural ability to sell and build working relationships
- Effective negotiation style
- Strong administrative and organisational skills
- High level of computer literacy
- Education to degree level is highly advantageous.
- Hours may vary so a flexible schedule is required

### **Behaviours**

Edrington - Beam Suntory UK has five values; Be Real, Be Curious, Be Brave, Be Together and Be Driven, we want all our employees to be the embodiment of those values.

- Self-starter with passion and ambition
- Solution orientated and 'can do' attitude
- Willingness to take ownership and demonstrate leadership within their areas of responsibility.
- Possess a high level of emotional intelligence

**\*\*\* Candidate must have a UK driving licence\*\*\***

