

ROLE PROFILE - CONTROLLER

Title:	Controller: Retail
Reports to:	Sales Director, Retail
Function:	Sales
Location:	Neg

Mission

The controller is the strategic commercial leader for the channel / team and is the key facilitator of the relationship between the customers and Edrington Beam Suntory. In this role you will create a culture of continuous improvement, target achievement and demonstrate high levels of personal motivation, positivity and resilience at all times. Ensuring delivery of our mission – “excellent execution to the point of purchase”.

An integral part of the senior leadership team, your role is to maintain and develop Edrington Beam Suntory business across the relevant sector. You will be skilled in developing others and will place your team’s development at the heart of your plans.

Highly motivated, commercially astute and with fantastic interpersonal skills you will have a value added approach to sales and be driven to deliver success in this hugely exciting influential area of our business. The success of this role will be assessed through the performance and management of the team and the achievement of profitability and other targets at channel and account level.

Key Responsibilities

In line with the Sales Director, set the strategic direction for the channel. Lead and develop a sales team, demonstrating outstanding leadership behaviours and customer engagement techniques, while delivering upon the organisational commercial goals.

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

Team Management

- Lead, inspire and successfully develop a team of direct reports and through a combination of customer visit / field accompaniments, 1:1s and team meetings develop a culture of high performance
- Inspire and motivate others to perform in accordance with clear expectations and goals
- Develop a team culture that has customers at the heart of all we do and firmly embeds and supports our category vision
- Through your team ensure overall delivery of targets and objectives
- Encourage the regular review and sharing of best practice within the team
- Build and maintain great internal relationships across a variety of functions, ensuring full alignment across all strategic customer touchpoints
- Support the brand education team with the training of your team and customers
- Liaise with the Sales Director and Commercial Capability Manager in the ongoing upskilling of the team

Strategic Planning & Implementation

- Create a market-beating, value-adding strategy which ensures the alignment of key objectives and facilitates the creation of long-term, powerful customer partnerships
- Champion the customer / region internally through continuous and highly-engaging communication and ensure that our customer strategies are widely known and understood
- Provide operational and strategic direction to ensure the sector strategy and all targets are delivered successfully
- Utilise the relevant reporting tools to analyse and improve the performance of the teams

Relationship Management

- Live and breathe your customers
- Develop appropriate key contact strategy and matrix and deploy this to maximum effect across all accounts
- Raise the profile of the customer / region internally and ensure their objectives are clearly communicated to all key stakeholders
- Engage the customers salesforce with their territory opposites within Edrington Beam Suntory to ensure best coverage of our brands within key city customers and non-called upon out of town areas
- Act as the champion for your customer / region and develop relationships with key internal colleagues ensuring cross-functional teamwork to help deliver success

Customer / Region Management

- Undertake customer / region analysis programmes and continuously monitor the performance of your remit and identify and exploit future opportunities
- Work with category development and customer marketing teams to develop, implement and maintain strategic and bespoke account / region plans in line with our category vision
- Create and implement joint business plans with your accounts to achieve the objectives of both Edrington Beam Suntory and the customer
- Actively and robustly assess and manage the forecast for your accounts, ensuring risks are minimised and opportunities maximised
- Achieve agreed targets on distribution, availability, volume, value, activation and market share within your accounts
- Demonstrate strong analytical skills and an inherent curiosity to explore and take calculated risks through a broad and deep understanding of available tools and data

Systems & Administration

- Constantly analyse all available data and insights (including competitor and market trends) and use them appropriately for effective management and delivery of all objectives
- Actively and robustly assess and manage the forecast for your sector, ensuring risks are minimised and opportunities maximised
- Ensure your / your team's forecasts are submitted and updated accurately and on time via Hyperion
- Responsibility for the pro-active debt control of all customers within channel and ensure this remains within company target levels

- Ensure all company processes are understood and actioned to achieve excellence in execution

Knowledge, Skills and Experience

- Customer focused
- Experience of a fast-paced sales environment
- Effective negotiation style
- Strong analytical skills and commercial awareness
- Robust financial proficiency
- Ability to lead and motivate a team
- High level of commercial acumen
- 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

- Self-starter with passion and ambition
- Solution orientated and 'can do' attitude
- Willingness to take ownership and demonstrate leadership within their areas of responsibility.
- Positive attitude and work ethic
- Customer champion
- Possess a high level of emotional intelligence
- Embody leadership to team and wider business

Values

Edrington Beam Suntory has five values...and we want all of our employees to be the embodiment of those values.

Be Curious

Be Driven

Be Brave

Be Real

Be Together

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