**ROLE PROFILE**

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| **Role Title** | **Regional Sales Director** | **Location** | **Field Based** |
| **Business Unit** | **Commercial** |  |  |
| **Reports to Role Title** | **On Trade Director** |  |  |

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| **PURPOSE** |
| * Lead the Region in the delivery of annual Profit and cash-flow performance targets, within the framework of the C&C GB On-Trade operating model and using knowledge of regional environment - competitor, supplier and customer activity and market.
* Support the wider C&C On-Trade business at the Exec level, through the development and implementation of the C&C GB strategic plan across markets, organisation and culture.
* Maintaining close operational alignment to our CS&L functions
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| **CORE ACCOUNTABILITIES** |
| * Build and deliver an appropriate commercial strategy for the region based on market, competitor and structural insight that localises the wider C&C model to deliver outstanding customer experience.
* Responsible for the delivery of the annual regional profit and cash plan through a multi-functional team, with analysis of performance and creation of appropriate action plans.
* Delivery and management of our own brand / invested brands and agency brands distribution and activation targets.
* Leadership and development of the region through consistent and thorough application of people development and performance measurement frameworks, optimising the relationship between sales and operations, delivering on our core message “the experience matters”
* Responsible for the monitoring and analysis of performance across sales and continue close working with operations.  Working with central support functions to take remedial action to deliver against budget.
* Representing C&C GB at a regional level with customers, supplier and trade bodies.
* Ensure the creation of a positive working environment for all employees, consistent with C&C policies on health, safety and employee welfare.
* Working with the wider business to develop the C&C operating model to drive out lean practises and consistent customer experiences. This will require operating in a matrix environment
* Work on cross C&C shared initiatives, taking the lead on behalf of C&C Exec colleagues on multi-functional projects across the C&C business
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| **CONTACTS/ KEY RELATIONSHIPS & NATURE OF INFLUENCE** |
| **Internal** * C&C Exec
* Senior functional management for commercial, people, finance and operations

External* Regional Trade Bodies
* Major regional customers
* C&C Brand teams
* Major suppliers national and regional sales
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| **KNOWLEDGE / EXPERIENCE / SKILLS** |
| * Leadership – demonstrable experience of leading substantial teams in either functional or general management roles
* Commercial Delivery – clear evidence of delivery of profit and growth in previous roles
* Project Delivery – able to deliver projects and change on top of BAU
* People development and culture – a history of developing people at all levels in an organisation, with an emphasis on a coaching approach.
* Experience of operating in a change driven organisation with high degrees of ambiguity
* Experience of the GB drinks industry – the competitive landscape, the key players and market drivers
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| **TECHNICAL / BEHAVIOURAL / PERSONAL COMPETENCIES** |
| * Significant experience working within a brand led/wholesale model
* Experience of leading high productivity teams
* Competent IT skills including all MS office programmes, and reporting using Excel

**Role Requirements** * Full driving licence
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| **BUSINESS SPECIFIC REQUIREMENTS (Optional Section)** |
| * WSET2 or studying towards it
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| **OPERATING ENVIRONMENT & CONTEXT:****TRAVEL & OTHER REQUIREMENTS** |
| **ROLE DIMENSIONS** |
| No of Direct Reports |  | Financial Impact (Direct) |  |
| Total Team Size |  | Financial Impact (Indirect) |  |
| No of Locations |  | Other/ People Manager (No) |  |