



WALSH WHISKEY DISTILLERY Commercial Manager

In 1999 Bernard & Rosemary Walsh developed an innovative concept which has since been developed into a strong portfolio of brands in the Irish Whiskey category. By 2006 The Irishman brand and portfolio had been developed followed in 2009 by the Writers Tears portfolio. Irish Whiskey is the fastest growing spirits category globally and today the portfolio is available in over 45 markets across the globe. Within each priority market there is strong growth so competition for volume, value and share in every channel is intense. Walsh Whiskey Distillery portfolio is performing exceptionally well within this environment.

Purpose of Role

To partner with Walsh Whiskey Distillery customers and distributors around the globe, so that we maximise the opportunity which exists for the portfolio within this growing category. The role holder will manage market and regional P&L's delivering objectives across all key lines to deliver annual plan / budget. The role holder will work with customers and distributors to plan, develop, execute and evaluate BTL marketing programmes targeted at building awareness; driving rate of sale and winning market share in every channel and market.

Qualifications and Experience Required

- ✓ Proven track-record in sales leadership (ideally internationally)
- ✓ Be passionate about our brands, eager to learn and to succeed.
- ✓ Attention to detail / comfortable operating in a hands-on role
- ✓ Ability to manage multi priorities and complex projects at one time.
- ✓ Comfortable analysing data, process driven with high attention to detail
- ✓ Strong communication skills to build credibility and strong relationships.
- ✓ A self-starter with resilience and the ability to work independently
- ✓ Ability to inspire & influence – colleagues; customers; distributors
- ✓ Strong negotiation skills, excellent in pricing / margin calculations
- ✓ Naturally inquisitive, self-motivated and results oriented.
- ✓ Foreign Languages would be beneficial but not essential.

Functional Accountabilities

- ✓ RTM - Ensure Walsh Whiskey Distillery has the optimal route to market
- ✓ Performance - Develop plans to deliver volume, value and margin goals
- ✓ Monitoring - Continuous management of P&L
- ✓ Forecasting - Ownership of shipment forecasting by market
- ✓ Value Creation - Ongoing pricing and margin analysis to grow value
- ✓ Strategy - Understand and support the development of brand strategy
- ✓ Portfolio - Fully connected to the strategy behind each brand
- ✓ Execution at POP - Implement activation programmes brilliantly at POP
- ✓ Competition – Constantly aware of competition activity in every market
- ✓ Leadership – Work with Walsh Whiskey Brand Ambassadors

This role will provide input to brand marketing within the Walsh Whiskey organization and maintain a two-way collaborative dialogue between Walsh Whiskey and our partners that emphasizes teamwork and getting results.

The role holder will build and maintain strong internal relations with colleagues plus great relations with key industry stakeholders, influencers, customers and distributors.

Full job specification available upon request

Please send your CV and letter of application to Ashling Ward

by email at ashling@walshwhiskey.com on or before 16th February 2018