



# WIRTZ BEVERAGE GROUP

## Market Manager

### **Purpose:**

Statewide channel expert with respect to planning, execution, and competition. Supplier central point of contact for assigned suppliers and oversee supplier relationships for the team. Oversee the quality and timeliness of the channel business plan to ensure high levels of sales execution.

### **Department:**

Trade Development

### **Reports To:**

Director of Trade Development

### **Required Duties:**

- Ensure Catalytic Coaching is implemented throughout the team.
- Train, coach, and motivate direct reports
- Lead direct reports effectively by clearly communicating roles and responsibilities, expectations, and deliverables
- Deliver on volume and sales objectives for assigned suppliers
- Own and coordinate the development of channel specific business plans in collaboration with sales leads to include execution goals and tracking in accordance with supplier strategic objectives
- Establish monthly/quarterly/annual execution priorities, goals and tracking
- Foster relationship with all business planning suppliers and key accounts critical to channel business.
- Assess effectiveness of market investments and redirect accordingly
- Communicate inventory requirements to Brand team as needed
- Ensure the execution and compliance of pricing strategies
- Oversee the acquisition of POS, both local and supplier offerings
- Identify and propose solutions to competitive activity
- Collaborate and develop “best practice” with other Wirtz companies
- Participate in driving our e-media initiative
- Assist in the development of the training agenda around specific brand and/or channel initiatives
- Oversee the development of monthly and quarterly selling tools against priority initiatives
- Lead statewide integration for all channel, customer and consumer activities, goals, and evaluation for assigned suppliers
- Oversee scorecard and provide business update for trade and commercial performance
- Develop and deliver channel execution and channel activity calendar
- Organize monthly and quarterly meetings with sales teams to communicate and provide clarity to the business plan and oversee the development of such presentation
- Oversee and deliver effectiveness analysis on predetermined (major) initiatives
- Approve, develop, manage and deliver against channel specific incentives
- Finalize and manage phasing for assigned suppliers

### **Must be able to:**

- Live and demonstrate the Wirtz Ways of Working (values)
- Excellent leadership capabilities with strong presentation and interpersonal
- Motivate and develop a team
- Demonstrate and exhibit high levels of professionalism
- Demonstrate sound judgment and problem solving skills
- Interact positively with internal and external individuals
- Strong business planning and collaboration skills
- Knowledge of trade development fundamentals (supplier, sales, customer and brand)
- Strong sales, finance, budget management, negotiation and management skills.
- Ability to translate Strategy into relevant marketplace activity



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### **Required Skills:**

- 4 year college degree or equivalent experience
- 7 years management experience
- 5 or more years' experience managing sales and sales management or Trade Development
- Relevant cross-functional experience (finance, operations, IT, HR, project management, etc)
- Proficient MS Office skills
- Proficient in analysis of syndicated consumer data (IRI, Nielsen)
- Budget and/or P&L experience with major CPG company
- Must be able to learn and use Wirtz computer programs (Margin Minder, AX, Trade Plus)

### **Physical Demands of Job:**

- Frequent hand motion with answering and dialing phones, computer work.
- Occasional carrying and lifting of 15 pounds to perform various duties
- Occasional immediate reaching and overhead reaching to perform various duties
- Occasional standing for short amounts of time to perform various duties
- Occasional walking for short amounts of time to perform various duties
- Extended sitting for long periods of time at desk or workstation

### **FLSA Status**

Exempt

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