



Job Title	Regional E-Commerce Marketplace Manager - SEA
Business Unit	BBU
Function/Region	Marketing – SEA
Location	Singapore
Leader	Digital Acceleration Lead
People Leadership	N/A
Job Level	4A
Role Purpose	
<p>This role is pivotal in growing and delivering on DTC and E-Commerce ambition, working closely with regional leaders and local E-Commerce to drive critical marketing partnerships with key E-Commerce platforms including Lazada, Shopee & Amazon and others, owning flagship store operations and performance to deliver growth in these platforms.</p>	
Accountabilities	
E-Commerce Partnerships	
<ul style="list-style-type: none"> • Own the Regional Marketplace E-Commerce Key Account partnerships (i.e. Lazada, Shopee, Amazon etc.), set growth targets and build regional Joint-Business-Plans (JBP), partner with local E-Commerce teams and agencies to deliver on JBP ambition • Partner with CRM teams to develop customer retention and loyalty programmes on marketplaces • Partner with Brand teams to define the acquisition & loyalty strategy generating relevant, targeted traffic to the marketplace E-Commerce sites, develop relevant content for excellent E-Commerce pages for establishing brand love and high conversion rates 	
E-Commerce Strategy & Campaigns	
<ul style="list-style-type: none"> • Develop Marketplace Channel Strategy and regional campaigns for regional marketplace accounts and work with local E-Commerce teams for execution. Develops channel value proposition and activation plan for growth • Expert in on-platform performance marketing solutions, own definition of Conversion strategy and action plan for high conversion on E-Commerce sites • Identify product trends across all marketplace channels. Provide recommendations for the development of new products and categories to drive incremental sales growth • Oversee the day-to-day marketplace E-commerce operations, customer service, updates, post listings, promotions, merchandising, maintenance and performance 	
E-Commerce Governance & Execution Excellence	
<ul style="list-style-type: none"> • Drive weekly E-Commerce governance with local markets for marketplace E-Commerce execution excellence and KPI delivery • Develop and implement regular reporting related to revenue, growth opportunities and other relevant metrics. Develop and share KPIs throughout organization • Collaborate with cross-functional teams to maintain and improve service metrics and customer experience as well as to improve internal processes to increase operational capacity 	

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