



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	eCommerce Manager - Pure Players
Business Unit / Group Function	ODC BU
BU Team / Sub-Function	US Marketing
Location	New York Office
Team Leader	Director, Digital & eCommerce
Team Members	N/A
Job Level	4B
Role Purpose	
<p>The eCommerce Manager, Pure Players will develop expansion of eCommerce in line with the US and Global agenda, leading efforts and relationships in pure player eCommerce channels. Grow portfolio visibility and conversion. Leverage best practice marketing and commercial strategies. Support Director, Digital & eCommerce with contributions to evolving ecommerce strategy.</p>	
Accountabilities	
<ul style="list-style-type: none">• Identify key focus areas to increase share of sales online. Increase traffic, conversion rates, advocacy and revenue to pure player sites and apps. Provide shopper and commercial understanding to guide recommendations and programs.• Increase volume of brand content seen and engaged by target consumers. Continually develop understanding of WG&S online shoppers and utilize this to ensure that online content is maximized and investment is optimized.• Support the brand marketing and digital marketing teams in helping them identify the role of pure player ecommerce as part of their brand ecosystems.• Develop and maintain strong relationships with pure player and marketplace platforms.• Cultivate deep understanding of portfolio performance metrics across partners and develop actionable insights to share with broader team.• Collaborate with commercial team to support relevant distributor and retail partners in their ecommerce efforts.• Identify ongoing areas for testing and investment.	