



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	Manager – eComm B2B
Business Unit / Group Function	ODC BU
BU Team / Sub-Function	US Commercial
Location	New York Office
Team Leader	Director, Commercial Strategy & eCommerce
Team Members	N/A
Job Level	4B
Role Purpose The B2B eCommerce Manager will be responsible for leading execution in WG&S USA’s online business to business channels, advertising a portfolio of premium, super-premium, and luxury spirits brands to bars, hotels, restaurants, and liquor stores to influence case orders. This channel is experiencing enormous growth, making this role an exciting and highly visible opportunity within William Grant & Sons. Support Director, Commercial Strategy & eCommerce with development of channel strategy.	
Accountabilities • Grow revenue and market share for WG&S portfolio of brands in online B2B environments by managing lower funnel KPI campaigns, such as ROAs, direct response, online sales or growing market share. • “Hands on keyboard” management of self serve ad platforms (eg Carrot Ads, Criteo, Google Ads Manager etc), creative best practice, online merchandising, email, and creating and analyzing actionable reports and scorecards. • Develop and maintain strong relationships with relevant partners, distributor partner digital teams, and platforms. Ensure accountability to contractual obligations. • Identify key focus areas to increase share of sales online. Increase traffic, conversion rates, advocacy and revenue to B2B site. • Recommend, negotiate and maintain budget across B2B vendors and/or self-serve platforms. • Write briefs for optimized, conversion focused creative that is appropriately tailored to a B2B audience. • Provide shopper and commercial understanding to guide recommendations and programs. • Continually develop understanding of online shoppers and utilize this to ensure that online content is maximized and investment is optimized. • Identify areas for testing and investment, develop and execute test and learns. • Maintain Commercial and Marketing Brand teams up to date on performance and opportunities through regular, robust reporting and analysis. • Intellectual curiosity and strong communication skills.	