WILLIAM GRANT & SONS

E-COMMERCE & DIGITAL CUSTOMER MARKETING MANAGER

Job Title	e-Commerce & Digital Customer Marketing Manager
Business Unit / Group Function	WG&S UK
BU Team / Sub-Function	Commercial
Location	Hook
Team Leader	Senior e-Commerce & Digital Customer Marketing Manager
Team Members	n/a
Job Level	4B

Role Purpose

The purpose of this role is to deliver minimum execution standards across Grocery e-Commerce platforms to drive conversion. To understand and influence the digital path to purchase across key accounts driving conversion into our brands, with impactful and tailored executions and presence. Working alongside customer marketing and brand marketing colleagues to ensure all planned spend is optimised and aligned with brand and customer plans.

Accountabilities

- Lead paid media plan, implementation, and evaluation across Grocery platforms
- Produce & analyse customer and market level scorecards, identify, publish, and follow up on actions to drive compliance and performance metrics
- Lead digital relationships with the Grocers, influencing key trade customers to test and develop best practise digital principals.
- Work with data providers, agencies, and key internal stakeholders to measure and optimise all content on the grocery platforms
- Maintain the integrity of data and content platforms
- Work with brand marketing teams to ensure that e-Commerce and customer digital marketing is integrated into planning cycles
- Evaluate pre / during / post campaign analysis into an M&E process
- Work alongside the UK and Global e-Commerce teams to drive a share overtrade online vs in store
- Work cross-functionally to co-ordinate digital activations that amplify the delivery of brand activations across all channels of trade aligning top of funnel campaigns to lower funnel conversion tactics.
- Be an integral part of the UK e-Commerce team, delivering progress against our strategy through project work that will inform WG&S UK ways of working.

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