



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Role Title</b>	<b>Senior E-Commerce Marketing Manager</b>
<b>Business Unit / Group Function</b>	BBU
<b>BU Team / Sub-Function</b>	Global Marketing - Advocacy, Connections & E-Commerce
<b>Location</b>	Richmond;Dublin
<b>Team Leader Role</b>	Global Head of e-Commerce
<b>Role Layer</b>	3B
<b>Team Composition</b>	-
<b>Role Purpose</b>	
<p>Work with Global Brand teams and local Marketing teams to deliver plans for brands to maximise global e-Commerce growth. Lead the evolution of global brands across priority e-Commerce markets &amp; retailers. Equip global / local teams with the tools to accelerate WG&amp;S online market share and run effective campaigns meeting defined targets.</p>	
<b>Accountabilities</b>	
<p>Work with Global Head of e-Commerce to contribute to the development of the global e-Commerce 5-year plan by being the critical link between the e-Commerce and key brands and defining the role of brands within Global e-commerce</p> <ul style="list-style-type: none"><li>• Work directly with Global Brand Teams, and local marketing teams to facilitate development of brands e-Commerce plan that support delivery of the global e-Commerce 5-year plan</li><li>• Work with ACE Connections strategy managers to drive best practices and embedding of an integrated e-Commerce approach across connections strategies and its execution across channels to support brands e-Commerce plan</li><li>• Ensure appropriate A&amp;P channel budget is allocated to e-Commerce within Global &amp; Local Brand plans and support development of e-Commerce brand related metrics (e.g. share, online vs. offline share etc.) by working directly with relevant marketing stakeholders</li><li>• Facilitate implementation of brand plans within priority e-Commerce Markets, providing markets with necessary tools, ready to implement basic &amp; enhanced e-Commerce content aligned with global brand guidelines, support on digital capability build, and best practices</li><li>• Manage Brand Activation &amp; Digital Content Manager to ensure evolution of all e-Commerce brand content, ensuring easy accessibility by all markets &amp; agencies through our Digital Asset Management library &amp; integration of our Product Information Management system.</li><li>• Develop the e-Commerce range differentiation strategy for each e-Commerce sub-channel to avoid channel conflicts &amp; increased average order value and work alongside New Product Development (NPD) &amp; Brand Teams to ensure any relevant NPD is managed through the gate process.</li><li>• Work with wider e-Commerce team on capturing, using and monetising consumer data from owned platforms to track &amp; monitor target e-Commerce metrics related to brand marketing. Define clear benchmarks &amp; support brand teams to set campaigns targets</li><li>• Review performance of campaigns with key contacts in Brand, Commercial, Global Insights &amp; Analytics &amp; other relevant functions, delivery against targets and recommend appropriate course correction to ensure campaigns meet their objectives</li><li>• Support, as needed, ad-hoc e-Commerce projects such as working with global retailers, new business models, budgeting, analysis, tech &amp; Direct-To-Consumer (DTC), etc</li></ul>	



WILLIAM GRANT & SONS

- **Build e-Commerce capability across the global brand teams & wider business, support the global e-Commerce team on implementation of the next phase of building capability**

<b>Created by:</b>	Dominic Parfitt
<b>Creation Date:</b>	01/03/2018
<b>HRBP:</b>	N/A
<b>Date of last revision:</b>	01/06/2021