

ROLE PROFILE

<b>Job Title</b>	e-Commerce Customer Marketing Manager
<b>Business Unit</b>	WG&S UK
<b>Function/Region</b>	Commercial
<b>Location</b>	Field Based
<b>Leader</b>	Senior e-Commerce Customer Marketing Manager
<b>People Leadership</b>	n/a
<b>Job Level</b>	4B
<b>Role Purpose</b>	
<p>Be the path to purchase lead for Amazon.com, quick commerce and Ocado, supporting the Snr e-Commerce &amp; Digital CMM in developing and leading the execution of the UK E-commerce and digital trade activation strategy.</p>	
<b>Accountabilities</b>	
<ul style="list-style-type: none"> <li>• Understand and influence the shopper digital path to purchase, across these key accounts and driving conversion into our brands, with impactful and tailored executions and presence (e.g. differentiated packs)</li> <li>• Lead customer marketing plan and implementation in Amazon and Ocado and quick commerce using AMS and DSP and other Amazon marketing tools as well as the Ocado media expert</li> <li>• Support the SCMM by becoming an e-Performance expert, upskilling WG&amp;S UK's understanding of how best to optimise our marketing online to truly deliver Omni-channel brand campaigns that deliver the best commercial ROI.</li> <li>• Lead excellent internal and external relationships in Amazon and Ocado. Influencing key trade customers to test and develop best practice digital principals.</li> <li>• Work with Brandbank and profitero as well as key stakeholders to optimise and constantly monitor all content on the grocery platforms</li> <li>• Oversees &amp; advises on all conversion based paid media activation on the Amazon and Ocado platforms</li> <li>• Build e-Commerce into brand communication plans within brand responsibility</li> <li>• Responsible for brand on Amazon.com to ensure all SKU's and content for those brands is optimised</li> <li>• Evaluate pre / during / post campaign analysis down to GC, feeds learnings into SCMM to optimise future campaigns</li> <li>• Evaluate evolution of WG&amp;S brand implementation through tools like Profitero (e.g. share of search, organic return)</li> <li>• Apply a virtual mindset to all brand objectives to create digital solutions.</li> <li>• Work alongside the UK and Global e-Commerce teams to drive an overtrade online v's WG&amp;SUK's in store share.</li> <li>• Work cross-functionally to co-ordinate 360 degree online digital activations that amplify the delivery of brand activations across all channels of trade (at the same time), to achieve greater impact and message consistency in the eyes of purchasers</li> <li>• Be an integral part of the UK e-Commerce team, delivering progress against our 3 year strategy.</li> </ul>	
Created by:	Melanie Golding
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HRBP:	Melissa Thomas
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**Role specific competencies and skillset:**

**Deciding & Initiating Action**

- Makes prompt, clear decisions which may involve tough choices or considered risks
- Takes responsibility for actions, projects and people
- Takes initiative, acts with confidence and works
- Initiates and generates activity

**Analysing**

- Analyses numerical data, verbal data and all other sources of information
- Breaks information into component parts, patterns and relationships
- Probes for further information or greater understanding of a problem
- Makes rational judgements from the available information and analysis
- Produces workable solutions to a range of problems
- Demonstrates an understanding of how one issue may be a part of a much larger system.

**Persuading & Influencing**

- Makes a strong personal impression on others
- Gains clear agreement and commitment from others by persuading, convincing and negotiating
- Promotes ideas on behalf of self or others
- Makes effective use of political processes to influence and persuade others

**Entrepreneurial and Commercial Thinking**

- Keeps up to date with competitor information and market trends within the ecomm and Digital space
- Identifies business opportunities for the organisation
- Demonstrates financial awareness; controls costs and thinks in terms of profit, loss and added value

**Applying Expertise & Technology**

- Applies specialist and detailed technical expertise
- Develops job knowledge and expertise through continual professional development
- Shares expertise and knowledge with others
- Uses technology to achieve work objectives
- Demonstrates an understanding of different organisational departments and functions

**Delivering Results and Meeting Customer Expectations**

- Focuses on customer needs and satisfaction
- Sets high standards for quality and quantity
- Monitors and maintains quality and productivity
- Works in a systematic, methodical and orderly way
- Consistently achieves project goals

**Company values**



**BE PROUD**  
We are proud of our brands, our heritage, and our commitment to superior quality in our products



**BE RESPONSIBLE**  
We expect every individual and their teams to be accountable and to perform to their full potential



**BE SUSTAINABLE**  
We wish to make a positive contribution to our communities and to our environment



**BE PROFESSIONAL**  
We value integrity, transparency, professionalism and constructive debate within a team working culture



**BE ENTREPRENEURIAL**  
We foster a forward thinking and innovative culture that recognises the need for innovative thinking and continuous improvement



**THINK LONG TERM**  
We are proud of our brands, our heritage, and our commitment to superior quality in our products

**Skills, Qualifications and Experience:**

- Must have prior e-Commerce experience in similar performance marketing role and be 'digitally native'; demonstrating experience and understanding of ecommerce and digital execution
- 2 year's demonstrated experience of working with Ocado and Amazon platforms
- Demonstrated understanding and experience of using both the Profitero and Brandbank platforms
- Passion for, and demonstrated capability of delivering the Brilliant Basics on eCommerce platforms
- Understanding and working knowledge of brand building within the digital environment and the ability to balance commercial delivery
- Commercial awareness – makes sound decisions based on commercial benefits, proven track record in a profit responsible environment
- Analytical capability – decision making based on turning data evaluation to actionable insight

- Detail and results orientated
- Strong, confident communicator with good influencing and interpersonal skills at all levels of internal and external organisations
- Problem solving skills and able to identify sales / product opportunities
- Naturally curious and comfortable with leading peoples thinking in new area
- Demonstrates professionalism, credibility, trust and respect both internally and externally
- Ability to travel within the UK to deliver the strategy via the team within the customer base