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| **Job Title** | **Global e-Commerce Performance Marketing Manager**  |
| **Business Unit** | Branded Business Unit |
| **Function/Region** | Global Marketing |
| **Location** | Richmond  |
| **Leader** | Senior e-Commerce Commercial Manager |
| **People Leadership** | No |
| **Job Level** | 4B |
| **Role Purpose** Lead and manage the performance marketing strategy and campaign management of the W&GS portfolio across global platforms including Amazon Advertising (AMS + DSP), Criteo, Citrus and others.  |
| **Accountabilities*** Build capability within the wider business (local and global) of the ecommerce opportunity and the role of performance marketing in brand building and conversion.
* Partner with lead local markets in Europe (UK, Germany etc) and APAC (Australia and others) to transition in-house performance marketing to create a better understanding and optimisation across our platforms.
* Design and align performance marketing strategy and budgets with lead markets for core brands and platforms – with a key focus on Q4 / Black Friday.
* Manage and optimise campaigns to deliver local and global KPIs.Transition all campaign management in house whilst maintaining daily campaigns and ROAS.
* Ensure campaigns are adapted to local trends and needs e.g. stock allocation and inventory, key peak seasons etc.
* Partner with third party agencies (e.g. Kenshoo) to optimise automatic bidding process and key word optimisation across key markets for core brands.
* Create quarterly reporting structure using third party tools to feed KPIs and audience insights back into wider business data strategy through Power BI.
* Design and align long term performance marketing strategy, vision and requirements for the company.
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| **Values**C:\Users\proval\Downloads\267177_7.png |

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| **Core Competencies**

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| **Deciding and 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
 | **Persuading and 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
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| **Working with People*** Demonstrates an interest in and understanding of others
* Adapts to the team and builds team spirit
* Recognises and rewards the contribution of others
* Listens, consults others and communicates proactively Supports and cares for others
* Develops and openly communicates self-insight, such as an awareness of own strengths and weaknesses
 | **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
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| **Formulating Strategies and Concepts*** Works strategically to realise organisational goals
* Sets and develops strategies
* Identifies, develops positive and compelling visions of the organisation’s future potential
* Takes account of a wide range of issues across, and related to, the organisation
 | **Coping with Pressures and Setbacks*** Works productively in a pressurised environment
* Keeps emotions under control during difficult situations Handles criticism well and learns from it
* Balances the demands of a work life and a personal life. Maintains a positive outlook at work.
* Handles criticism well and learns from it
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| **Skills and Qualifications*** 3-5 years’ experience working in ecommerce performance marketing.
* In depth knowledge of Amazon advertising including AMS and DSP.
* Demonstrated ability to create long term brand building strategies and plans with an ecommerce / omnichannel environment and deliver key KPIs within set budgets.
* Strong presentations skills (PowerPoint) and good knowledge of excel.
* Strong commercial and financial acumen.
* Comfortable building new processes and optimising existing. Strong aptitude & willingness to learn.
* Exposure to other languages and markets outside the UK desirable but not a requirement.
* Experience using third party optimisation tools e.g. Sellics, Seelk, Kenshoo desirable but not a requirement.
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| Created by: | Dom Parfitt |
| Date: | 15th June 2021 |
| HRBP: | Liam MacNamee |
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