



WILLIAM GRANT & SONS

ROLE PROFILE

Job Title	Senior eCommerce Manager
Business Unit / Group Function	ODC BU
BU Team / Sub-Function	US Marketing
Location	Home-Based
Team Leader	Director, Digital & eCommerce
Team Members	N/A
Job Level	4A
Role Purpose	
<p>Develop expansion of ecommerce in line with the US and Global agendas, with a focus on supporting key US markets and retailers. Closely partner with Commercial and National Accounts teams and distributor partners. Leverage best practice marketing and commercial strategies. Drive integration between brand marketing plans and commercial execution, increase WG&S and distributor impact across digital trade channels. Support Director, Digital & eCommerce with contributions to evolving ecommerce strategy.</p>	
Accountabilities	
<ul style="list-style-type: none">• The co-development and implementation of WG&S' ecommerce expansion strategy in line with the five year plan, roadmap and execution plan.• Collaborate with commercial team to manage and support roster of key distributor and retail partners in their ecommerce efforts, and develop and sell-in 360 programs.• Support accounts in developing their ecommerce infrastructure, build relationships with their ecommerce, digital, and commercial teams, and test and learn.• Identify key focus areas to increase share of sales online and where relevant, to influence share of sales in-store. Increase traffic, conversion rates, advocacy and revenue to retailer sites and apps. Provide shopper and commercial understanding to guide recommendations and programs.• Increase volume of brand content seen and engaged by target consumers. Continually develop understanding of WG&S online shoppers and utilize this to ensure that online content is maximized and investment is optimized.• Act as an internal consultant, develop excellent relationships with key US markets in order to support commercial teams, distributors and retailers in the creation and execution of local strategies.• Support the brand marketing and digital marketing teams in helping them identify the role of ecommerce as part of their brands' ecosystems.• Identify areas for pilots and testing.	