



WILLIAM GRANT & SONS

SENIOR E-COMMERCE & DIGITAL CUSTOMER MARKETING MANAGER

Job Title	Senior E-commerce & Digital Customer Marketing Manager
Business Unit / Group Function	WG&S UK
BU Team / Sub-Function	Commercial
Location	Hook
Team Leader	Head of Off Trade & e Commerce
Team Members	Two direct reports -E Commerce & Digital Customer Marketing Managers
Job Level	4A
Role Purpose	
<p>Developing and leading the implementation and execution of the UK E-commerce and digital trade activation strategy, to create greater impact for WG&SUK and our agency brands, across all channels of trade; but with specific focus on Key On Trade National accounts and Off trade eCommerce customer marketing support for Ocado and Amazon.</p> <p>Developing and delivering, disruptive online digital activations, across different customer platforms and mediums, to increase brand awareness and drive trial and retrieval, whilst delivering commercial benefit. Leading the creation and execution of an annual multi-channel, multi-customer online activation plan for key brands, aligned to brand objectives. Delivering disruptive, innovative, online activation solutions, based on sound consumer, shopper and customer insight, whilst adding business benefit for WG&SUK and our trade partners.</p> <p>Understanding the online purchaser and how we influence their path to purchase, to prioritise activation and gain commercial advantage for our brands. Sharing this understanding across other functions and with our global team, to ensure we plan effectively and share best practice across the world.</p>	
Accountabilities	
<ul style="list-style-type: none"> • Always thinking virtually – Approaching all opportunities and brand objectives with Online solutions. Thinking digital, before store or physical activation • Lead WGSUK trade activation progress in the online and digital arena. Aligned to our global E-commerce strategy and Global E-commerce team, to continue to increase our share of sales online, ahead of our share of sales in store • Lead customer marketing plan and implementation in pureplay Ecomm accounts (Ocado, Amazon, Drinks Supermarket, Whisky Shop) • Develop and implement effective, disruptive digital trade activation solutions, based on sound consumer, shopper and trade insights, which allows WG&S UK to win within the virtual arena, across different channels of trade. With specific focus on: Understanding, amplifying and improving digital reach of promotional plans, search tools, shopper decision tree, across all channels of trade • Lead excellent internal and external, digital, cross-functional relationships. To optimise reach and impact online for our trade activation plans. Up-skilling key cross-functional team members, brand teams and commercial teams. Sharing knowledge and best practice both locally and globally, in order to increase awareness, trial and retrieval of WG&S UK brands online 	



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- 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
- Co-ordinate the delivery of a digital/social toolkit across our growth brands to ensure we have a consistent and relevant message and are driving footfall to outlet/retailer.
- Identify and influence key trade customers, to test and develop 'best practice' digital principals. Developing an engagement plan to influence digital capability and gain access to data, to allow insightful test and evaluation activations that deliver sustainable, profitable business growth and help us to better understand how to drive continual profit benefit from the changing online landscape
- Provide thought leadership and championing insight into future digital trends and area's to deliver commercial advantage. Sharing this insight & best practice, to drive continuous improvement both within the UK market, across the wider group, as part of the global ecommerce leadership project and with our agency brand owners
- Lead a team, including setting annual objectives, managing performance and building engaging development plans.

Created by:	James Pannett
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