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| **Job Title** | **e-Commerce Brand Activation & Digital Content Manager** |
| **Business Unit** | Branded Business Unit |
| **Function/Region** | Global Marketing |
| **Location** | Richmond/ Dublin |
| **Leader** | Global Head of e-Commerce |
| **People Leadership** | No |
| **Job Level** | 4A |
| **Role Purpose** Equip global / local brands with tools to maximise global e-commerce growth & accelerate WG&S online market share. Support senior e-commerce marketing manager in evolution of global brands across priority e-commerce markets & retailers. |
| **Accountabilities*** Build e-commerce capability across global brand teams & wider business to provide markets with ready to implement basic and enhanced e-commerce content.
* Support the global e-commerce team on implementation of the next phase of building capability including management of DAM and PIM.
* Facilitate the end to end deployment of global e-commerce assets, manage existing tech (Profitero / Data Impact) to ensure these are being deployed across global retailers.
* Champion & evolve the tech stack that is central to automating the accessibility of digital assets and product information (DAM / PIM).
* Manage creative agencies to ensure relevant gaps being addressed across basic & enhanced e-commerce brand content, in line with most relevant BVI.
* Support senior e-commerce marketing manager by working with local/global brand teams to ensure correct budget being allocated to e-commerce, build strategy around this budget including anticipated ROAS & GCAS.
* Provide support on implementation of brand plans within priority e-commerce markets. Liaise with key contacts in brand, commercial & other key functions to ensure campaigns landing effectively.
* Across ACE (advocacy, connections & e-commerce) work hand in hand with connections managers to ensure synergy between brand plans & e-commerce.
* Support ad-hoc e-commerce projects. These projects will be varied and outside current skill set but could include things like: working with global retailers, new business models, budgeting, analysis, tech & direct to consumer (DTC).
* Define the role of brands within global e-commerce, ensure this is integrated into strategy and action plan in place to deliver against objectives.
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| **Values**C:\Users\proval\Downloads\267177_7.png |

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| **Core Competencies**

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| **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
 | **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
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| **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
 | **Creating and Innovating*** Produces new ideas, approaches, or insights
* Creates innovative products or designs
* Produces a range of solutions to problems.
* Seeks opportunities for organisational improvement
* Devises effective change initiatives
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| **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
 | **Presenting and Communicating Information*** Expresses opinions, information and key points of an argument clearly
* Makes presentations and undertakes public speaking with skill and confidence
* Responds quickly to the needs of an audience and to their reactions and feedback
* Projects credibility
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| **Skills and Qualifications*** Creative flair around digital asset management & SEO content.
* Experience of creative agency management.
* Management of tech (PIM/DAM/syndication/Digital Shelf) that supports global distribution of digital assets.
* Excellent communication skills (oral and written) with strong presentation skills.
* Good analytical capability, able to evaluate different metrics to understand campaign ROI.
* Track record of key stakeholder engagement and influence.
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| Created by: | Dom Parfitt |
| Date: | 15th June 2021 |
| HRBP: | Liam MacNamee |
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