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| **Job Title** | **e-Commerce New Business Manager**  |
| **Business Unit** | Branded Business Unit |
| **Function/Region** | Global Marketing |
| **Location** | Richmond or Dublin |
| **Leader** | Senior e-Commerce Manager |
| **People Leadership** | No |
| **Job Level** | 4B |
| **Role Purpose** Develop new business initiatives in e-commerce by seeking out opportunities in markets, channels & retailers to ensure we are maximising the potential across our global business.  |
| **Accountabilities*** Development of specific e-commerce new business / emerging areas that support the long term commercial ambitions of global e-commerce at WG&S.
* Champion the global e-commerce strategy & apply to new business, ensuring we are placing the right level of emphasis on areas that will deliver the most value.
* Support markets on retailer negotiations including the introduction of performance based trading terms in line with WGS pricing policy.
* Support the delivery of e-commerce fundamentals in emerging areas, ensuring the process for long term e-commerce development is adopted (e.g. brilliant basics first).
* Support the Senior e-Commerce Commercial Manager on existing projects within emerging markets and retailers, taking ownership of areas as and when required.
* Bring new ideas, approaches & thinking and set challenging objectives that will support the foundations for long term e-commerce growth.
* Use available market data & insight to build opportunities for WG&S e-commerce development - turn insight into action and chase down opportunities for growth.
* Define clear illustration for the size of prize on relevant e-commerce projects, break targets down into market goals and work with local teams to deliver against this.
* Build in market capability and support global team development.
* Report against financial KPI’s and targets, feeding these in to global e-commerce scorecards and metrics trackers.
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| **Values**C:\Users\proval\Downloads\267177_7.png |

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| **Core Competencies**

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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
 | **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
 | **Relating and Networking*** Writes clearly, succinctly and correctly
* Writes convincingly in an engaging and expressive manner Avoids the unnecessary use of jargon or complicated language
* Writes in a well-structured and logical way
* Structures information to meet the needs and understanding of the intended audience
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| **Adapting and Responding to Change*** Adapts to changing circumstances
* Accepts new ideas and change initiatives
* Adapts interpersonal style to suit different people or situations
* Shows respect and sensitivity towards cultural and religious differences
* Deals with ambiguity, making positive use of the opportunities it presents
 | **Learning and Researching*** Rapidly learns new tasks and commits information to memory quickly
* Demonstrates a rapid understanding of newly presented information
* Gathers comprehensive information to support decision making
* Encourages an organisational learning approach (i.e. learns from successes and failures and seeks staff and customer feedback).
* Manages knowledge (collects, classifies and disseminates knowledge of use to the organisation)
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| **Skills and Qualifications*** A minimum of 1-2 years e-commerce experience.
* Experience of developing and winning new business.
* Excellent communication skills (oral and written).
* Strong presentation skills, ability to build proposals.
* Strong analytical capability, able to evaluate different metrics to understand ROI.
* Ability to be adaptable and prioritise projects effectively.
* MS Office skills & ability to pick up new systems with relative ease.
* Base understanding of global e-commerce retailers.
* Ability to take ownership of channel reporting.
* Understanding of market data and ability to draw conclusions from this.
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| Created by: | Dom Parfitt |
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| HRBP: | Liam MacNamee |
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