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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**   |  |  | | --- | --- | | **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 | | **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 | | **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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