



Job Title	Senior e-Commerce Commercial Manager 3PM
Business Unit	BBU
Function/Region	Commercial
Location	Richmond
Leader	Regional Managing Director Northern Europe, Nordics & Germany
People Leadership	N/A
Job Level	4A

Role Purpose

Accelerate the performance the WG&S eCommerce channel in five key European third party markets (Spain, Italy, Netherlands, Denmark & Poland). Work directly with WG&S Regional teams, WG&S Global eCommerce Team and local distributors to develop and execute winning eCommerce plans in each market. The role will develop to support additional 'emerging eCommerce markets' over time.

Accountabilities

- Lead the commercial delivery of WG&S eCommerce performance in conjunction with the Regional Director Northern Europe 3PM, Regional Director Southern Europe 3PM and Regional Director Eastern Europe 3PM
- Collaborate closely with the Global Head of eCommerce and Senior eCommerce Commercial Manager Distributor markets to execute the global eCommerce toolkits at a regional and local level
- Integrate themselves within five European third party distributors across Spain, Italy, Netherlands, Denmark & Poland to achieve and achieve key commercial and marketing KPIs in relation to eCommerce business development
- Support markets on joint business planning, including development of trading terms & pricing in line with global pricing guidelines
- Support the development of key local eCommerce partnerships (i.e D12 in Netherlands) through our third party distributors influencing the levels of investment and standards of execution required to succeed in each market
- Manage the development and governance of Amazon across Europe's emerging eCommerce markets (currently Italy and Spain) in close council with ODC markets and global eCommerce
- Champion eCommerce RTC capability improvement of both the WG&S regional and third party distributor commercial resourcing accountable to deliver successful commercial and brand plans in each market
- Utilize market and customer analytics (both macro and micro) to define growth and development opportunities for eCommerce across each priority market
- Own the formal planning process for eCommerce across Northern Europe, Nordics, Southern Europe and Eastern Europe holding the regional WG&S Commercial and Marketing teams to account to prioritise and support the growth channel effectively
- Strategically scope, in conjunction with Global eCommerce team and BBU Board, the next wave of future priority eCommerce markets ensuring that WG&S is well prepared to succeed

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