



<b>Job Title</b>	<b>Senior Manager, eCommerce Analytics</b>
<b>Job Level</b>	4A
<b>Location</b>	New York
<b>Business Unit</b>	ODC
<b>Function</b>	Marketing
<b>Leader</b>	Director, Analytics & Insights
<b>People Leadership</b>	N/A
<b>Role Purpose</b>  <p>The Senior Manager, eCommerce Analytics will collaborate with the Director of Analytics &amp; Insights and the Director of Digital and eCommerce to define William Grant &amp; Sons' digital reporting vision and to directly support William Grant &amp; Sons' eCommerce sales efforts to ensure our spends are optimized and efficient as possible. The ideal candidate is a highly motivated thought leader with 5+ years of experience in using analytics to fully understand what motivates digital shopping, assist in optimizing out eCommerce effort, and enable product owners, designers, and developers use this data to guide their decisions.</p>	
<b>Responsibilities</b> <ul style="list-style-type: none"> <li>• <b>Analytics:</b> Provide analytical support to the eCommerce team <ul style="list-style-type: none"> <li>○ Surface data driven insights and recommendations that address opportunities for sales improvement</li> <li>○ Provide path to purchase optimization, user segmentation, cohort analysis, etc.</li> </ul> </li> <li>• <b>Reporting &amp; Dashboard:</b> Visualize data with templated or custom reports. Create effective reporting and dashboards.</li> <li>• <b>Measurement:</b> Be a thought leader in defining, analyzing and validating key metrics and hypotheses to inform decision-making and measure the success of our eCommerce efforts</li> <li>• <b>Data Tracking:</b> Partner with product retailers, developers, data architects, and vendors to implement &amp; maintain analytics tags to capture customer digital footprints</li> <li>• <b>Data Transfer:</b> Be the liaison between business stakeholders and analytics vendors to ensure data is consolidated in consistent and reliable datasets for analysis and reporting</li> <li>• <b>A/B Test:</b> Be a thought leader in scoping, prioritizing and interpreting tests on messaging or features.</li> <li>• <b>Stakeholder Management:</b> Serve as the point of contact between eCommerce and marketing. Establish and maintain periodic stakeholder meetings. Educate around BI tools and drive consistent usage</li> </ul>	

## Values



**BE PROUD**  
We are proud of our brands, our heritage, and our commitment to superior quality in our products



**BE RESPONSIBLE**  
We expect every individual and their teams to be accountable and to perform to their full potential



**BE SUSTAINABLE**  
We wish to make a positive contribution to our communities and to our environment



**BE PROFESSIONAL**  
We value integrity, transparency, professionalism and constructive debate within a team working culture



**BE ENTREPRENEURIAL**  
We foster a forward thinking and innovative culture that recognises the need for innovative thinking and continuous improvement



**THINK LONG TERM**  
We are proud of our brands, our heritage, and our commitment to superior quality in our products



## Core Competencies:

### Presenting and Communicating Information

- Speaks clearly and fluently
- 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

### Applying Expertise and 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 appropriate physical co-ordination and endurance, manual skill, spatial awareness and dexterity
- Demonstrates an understanding of different organisational departments and functions

### 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.

### 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)

### Delivering Results & Meeting Customer Expectations

- Focuses on customer needs and satisfaction
- Sets high standards for quality and quantity
- Monitors and maintains quality and productivity
- Works in a systematic, methodical and orderly way
- Consistently achieves project goals.

### Entrepreneurial and Commercial Thinking

- Keeps up to date with competitor information and market trends
- Identifies business opportunities for the organization
- Demonstrates financial awareness
- Controls costs and thinks in terms of profit, loss and added value

## Skills and Qualifications:

### Essential:

- 5+ years of direct eCommerce analytics experience
- Education: Bachelor's degree required
- Skills: Must have a direct experience with BI reporting tools such as Google Analytics
- Proven track record of conducting technical, yet easily digestible (to a non-technical audience) analyses that drive strategic decisions & initiatives
- IS Systems: Advanced knowledge of Microsoft Excel, PowerPoint, Word.
- Strong communication, organizational and task management skills
- Strong influencing & leadership capabilities
- Effective teamwork and interpersonal skills
- Orientation to detail, with a specific focus on accuracy
- Ability to multi-task many items at once in a deadline driven environment



- Creativity and innovative thinking in approach to processes, analytics and problem-solving

Desirable:

- **Spirits:** Working knowledge of adult beverage categories and retail and on-premise outlets