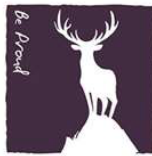


<b>Job Title</b>	<b>Senior Manager, eCommerce</b>
<b>Job Level</b>	4A
<b>Location</b>	New York, NY
<b>Business Unit</b>	ODC BU
<b>Function</b>	Marketing
<b>Leader</b>	Director, Digital & eCommerce
<b>People Leadership</b>	N/A
<b>Role Purpose</b>  Develop expansion of ecommerce in line with the US and Global agendas, with a focus on supporting key US markets and retailers. Closely partner with Commercial and National Accounts teams and distributor partners. Leverage best practice marketing and commercial strategies. Drive integration between brand marketing plans and commercial execution, increase WG&S and distributor impact across digital trade channels. Support Director, Digital & eCommerce with contributions to evolving ecommerce strategy.	
<b>Responsibilities</b>  The co-development and implementation of WG&S' ecommerce expansion strategy in line with the five year plan, roadmap and execution plan.  Collaborate with commercial team to manage and support roster of key distributor and retail partners in their ecommerce efforts, and develop and sell-in 360 programs.  Support accounts in developing their ecommerce infrastructure, build relationships with their ecommerce, digital, and commercial teams, and test and learn.  Identify key focus areas to increase share of sales online and where relevant, to influence share of sales in-store. Increase traffic, conversion rates, advocacy and revenue to retailer sites and apps. Provide shopper and commercial understanding to guide recommendations and programs.  Increase volume of brand content seen and engaged by target consumers. Continually develop understanding of WG&S online shoppers and utilize this to ensure that online content is maximized and investment is optimized.  Act as an internal consultant, develop excellent relationships with key US markets in order to support commercial teams, distributors and retailers in the creation and execution of local strategies.  Support the brand marketing and digital marketing teams in helping them identify the role of ecommerce as part of their brands' ecosystems.  Identify areas for pilots and testing.  <b>Key Relationships:</b> <i>US Commercial team, National Accounts, US Digital &amp; eCommerce Team, Brand Marketing, Trade Marketing, Data &amp; Analytics team, Global eCommerce team.</i>	

## 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:

### Creating and Innovating:

- Produces new ideas, approaches or insights
- Creates innovative products or designs
- Produces a range of solutions to problems
- Seeks opportunities for organizational improvement
- Devises effective change initiatives

### Leading & Supervising

- Provides others with a clear direction
- Sets appropriate standards of behaviour
- Delegates work appropriately and fairly
- Motivates and empowers others
- Provides staff with development opportunities and coaching
- Recruits staff of a high calibre

### Persuading & 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

### 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.

### Formulating Strategies and Concepts:

- Works strategically to realise organizational goals
- Sets and develops strategies
- Identifies and develops positive and compelling visions of the organization's future potential
- Takes account of a wide range of issues across, and related to, the organization

### Entrepreneurial and Commercial Thinking:

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

**Skills and Qualifications:****Essential:**

- Bachelor's Degree required
- Must have up to the minute specialist skill and knowledge in the ecommerce space
- At least five years of ecommerce experience, with clear results based record
- Familiarity with ecommerce systems, platforms, and vendors
- Strong digital content programming experience
- Strong ecommerce analytics experience to optimize channel and content performance
- Commercial awareness – makes sound decisions based on commercial benefits and business objectives
- Team player and effective influencer. Able to build strong relationships across functions and geographies (internal and external). Adept at selling in a vision and bringing people along for the journey.
- Creative thinker, suggesting viable new ideas, concepts and approaches

**Desirable:**

- Experience in spirits, wine or beer is helpful, but not required