



Job Title	Global Head of e-Commerce
Business Unit	BBU
Function/Region	Global Marketing
Location	Richmond
Leader	Global Director Advocacy, Connections & e-Commerce
People Leadership	Yes
Job Level	3A
Role Purpose	
Develop and deliver a future facing commercial and consumer-centric vision, ambition and plan to drive share through all relevant online channels across owned distribution companies (ODC) network and 3 rd Party Distributors. Ensure long-term sustainable value growth with minimum disruption to other channels. Balance execution across commercial delivery and ACE team strategic priorities.	
Accountabilities	
<ul style="list-style-type: none">Responsible for managing of global e-commerce P&L across all e-commerce channels, delivering growth against key KPI's = YOY growth % /£, NSV including % of total business through channel, GC %/£, Online vs. offline share e-commerce, growth vs. category.Work directly with Managing Directors, Marketing Directors, Commercial Directors & their teams in all priority markets both ODCs & 3PM to drive the acceleration of e-commerce as part of the digital transformation agenda, ensuring we build a sustainable operating model.Develop and implement a sustainable global e-commerce plan including approach to growth, shopper engagement and brand building, and provides safeguards against disruptive activities to other channels, pricing tensions with emerging and existing customers and trade term conflictsImplement e-commerce market expansion plans, supporting global team and key markets to develop market-specific e-commerce plans and advise on the set up of new contractsPartner with the Owned Distribution Companies (ODC) and 3rd Party Distributors to build e-commerce channels globally along with the required digital capabilities and best practice to deliver the e-commerce agenda in alignment with local needsManagement and development of the global e-commerce team, ensures appropriate headcount and structure in place to support market acceleration. Co-ordination of the cross market Global E-Commerce Leadership Team (GELT) to drive test, learn & best practice sharing across priority markets and regions.Provide guidance & support on management of global e-commerce retailers, mainly Amazon, ensuring we are building a sustainable plan with implementation managed through the Amazon Global Lead and Amazon virtual teamFacilitate the internal integration of performance marketing, ensure we have appropriate tech stack to manage this transition & deliver input/output metrics. Work with senior leaders across the business to place increased emphasis on the 5 to drive / 4 to score e-commerce performance marketing metrics = A&P share, ROAS & GCAS, Paid SOV, availability & excellence in execution.Partner with the Global Head of Connections, Planning and Advocacy to drive best practices, relevant asset development and embedding of an integrated e-Commerce approach across connections strategies and its execution across channelsWork with Global Brand teams / Commercial Planning / Category development teams to ensure e-commerce embedded in global brand & commercial planning. Ensure appropriate A&P channel allocation/budgeting to support objectives. Oversee the analysis and selection of key technology	



platforms to monitor e-commerce price and performance and facilitate best practice execution within core customer sites in collaboration with Global Insights & Analytics and Global Technology teams

- Develop Global Direct-To-Consumer (DTC) plan, market roadmap and supporting infrastructure in order to transform WG&S global DTC operations with a clear emphasis on hitting critical mass of first party data
- Set and manage DTC partners, infrastructure, relevant processes, connections plan and category leading communications and user experience and roll out to relevant markets, ensuring delivery per plan
- Capture, use and monetise consumer data from owned platforms (e.g. Direct to Consumer) and develop a plan for critical mass for first party data and its use within wider marketing team
- Work closely with Global Insights team to analyse, interpret and understand data / insights from consumer campaigns to drive recommendations on how to optimise future effectiveness.
- Drive transformation in WG&S e-commerce capability, taking ownership for key stakeholder relationships, identifying key capability requirements by market stage and devising capability modules to enhance the development of the e-commerce team.

Created by:	Dominic Parfitt
Date:	14 th February 2022
HRBP:	<Please fill in>
Date of last revision:	<Please fill in>