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| **Job Title** | **e-Commerce Brand Activation & Digital Content Manager** |
| **Business Unit** | Branded Business Unit |
| **Function/Region** | Global Marketing |
| **Location** | Richmond/ Dublin |
| **Leader** | Global Head of e-Commerce |
| **People Leadership** | No |
| **Job Level** | 4A |
| **Role Purpose**  Equip global / local brands with tools to maximise global e-commerce growth & accelerate WG&S online market share. Support senior e-commerce marketing manager in evolution of global brands across priority e-commerce markets & retailers. | |
| **Accountabilities**   * Build e-commerce capability across global brand teams & wider business to provide markets with ready to implement basic and enhanced e-commerce content. * Support the global e-commerce team on implementation of the next phase of building capability including management of DAM and PIM. * Facilitate the end to end deployment of global e-commerce assets, manage existing tech (Profitero / Data Impact) to ensure these are being deployed across global retailers. * Champion & evolve the tech stack that is central to automating the accessibility of digital assets and product information (DAM / PIM). * Manage creative agencies to ensure relevant gaps being addressed across basic & enhanced e-commerce brand content, in line with most relevant BVI. * Support senior e-commerce marketing manager by working with local/global brand teams to ensure correct budget being allocated to e-commerce, build strategy around this budget including anticipated ROAS & GCAS. * Provide support on implementation of brand plans within priority e-commerce markets. Liaise with key contacts in brand, commercial & other key functions to ensure campaigns landing effectively. * Across ACE (advocacy, connections & e-commerce) work hand in hand with connections managers to ensure synergy between brand plans & e-commerce. * Support ad-hoc e-commerce projects. These projects will be varied and outside current skill set but could include things like: working with global retailers, new business models, budgeting, analysis, tech & direct to consumer (DTC). * Define the role of brands within global e-commerce, ensure this is integrated into strategy and action plan in place to deliver against objectives. | |

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| **Values**  C:\Users\proval\Downloads\267177_7.png |

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| **Core Competencies**   |  |  | | --- | --- | | **Applying Expertise & 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 an understanding of different organisational departments and functions | **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 | **Creating and Innovating**   * Produces new ideas, approaches, or insights * Creates innovative products or designs * Produces a range of solutions to problems. * Seeks opportunities for organisational improvement * Devises effective change initiatives | | **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 | **Presenting and Communicating Information**   * 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 | |

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| **Skills and Qualifications**   * Creative flair around digital asset management & SEO content. * Experience of creative agency management. * Management of tech (PIM/DAM/syndication/Digital Shelf) that supports global distribution of digital assets. * Excellent communication skills (oral and written) with strong presentation skills. * Good analytical capability, able to evaluate different metrics to understand campaign ROI. * Track record of key stakeholder engagement and influence. |

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| Created by: | Dom Parfitt |
| Date: | 15th June 2021 |
| HRBP: | Liam MacNamee |
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