



<b>Job Title</b>	<b>Channel Developer Specialist</b>
<b>Location</b>	Colombia
<b>Business Unit</b>	Latam
<b>Function</b>	Sales
<b>Leader</b>	Channel Development Manager
<b>People Leadership</b>	No
<p>Developed expansion of e-commerce channel in line with the country agenda with a focus on supporting our brands portfolio to maximise the listings, distribution and profitable growth sales through the designated ecommerce account base, within agreed promotional budgets, and in line with the trade marketing strategy.</p>	
<ul style="list-style-type: none"> <li>• Co-create and support the implementation of company ecommerce expansion strategy in line with the five year plan, roadmap and execution plan.</li> <li>• Negotiate, agree and execute the commercial plans including key selling periods, and the correct implementation of the QDVAAA with each ecommerce account.</li> <li>• Gather customer and shopper insights that can be translated into actionable plans and activities.</li> <li>• Properly execute and control A&amp;P+CD plan investments in each e-commerce account.</li> <li>• Establish a clear set of Ecom KPI's per e-commerce account that can be tracked and monitor</li> <li>• Protect and grow the position of all WG&amp;S brands within the national accounts group paying particular attention to the delivery of brand specific listing, distribution, pricing and promotional targets.</li> <li>• Ensure the proper stock levels into the customers in each ecommerce account.</li> <li>• Identify key focus areas to increase share of sales online and where relevant, to influence share of sales in-store.</li> <li>• Provide shopper and commercial understanding to guide recommendations and programs.</li> <li>• Ensure that the global ecommerce guidelines are executed correctly.</li> <li>• Bring to the Colombian market new ideas / insights in order to accelerate business growth within the e-commerce channel.</li> <li>• Drive integration between brand marketing plans and commercial execution, increasing WG&amp;S and impact across the digital trade segments.</li> </ul>	

## **Skills and Qualifications:**

### Essential:

- At least 4 years of experience on the commercial (trade marketing) field.
- Must have up to the minute specialist skill and knowledge in the ecommerce space with clear results based record.
- Strong ecommerce analytics experience to optimize channel and content performance
- Commercial awareness – makes sound decisions based on commercial benefits and business objectives.
- Fluent in English.