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| **Job Title** | **Global e-Commerce Performance Marketing Manager** |
| **Business Unit** | Branded Business Unit |
| **Function/Region** | Global Marketing |
| **Location** | Richmond |
| **Leader** | Senior e-Commerce Commercial Manager |
| **People Leadership** | No |
| **Job Level** | 4B |
| **Role Purpose**  Lead and manage the performance marketing strategy and campaign management of the W&GS portfolio across global platforms including Amazon Advertising (AMS + DSP), Criteo, Citrus and others. | |
| **Accountabilities**   * Build capability within the wider business (local and global) of the ecommerce opportunity and the role of performance marketing in brand building and conversion. * Partner with lead local markets in Europe (UK, Germany etc) and APAC (Australia and others) to transition in-house performance marketing to create a better understanding and optimisation across our platforms. * Design and align performance marketing strategy and budgets with lead markets for core brands and platforms – with a key focus on Q4 / Black Friday. * Manage and optimise campaigns to deliver local and global KPIs.Transition all campaign management in house whilst maintaining daily campaigns and ROAS. * Ensure campaigns are adapted to local trends and needs e.g. stock allocation and inventory, key peak seasons etc. * Partner with third party agencies (e.g. Kenshoo) to optimise automatic bidding process and key word optimisation across key markets for core brands. * Create quarterly reporting structure using third party tools to feed KPIs and audience insights back into wider business data strategy through Power BI. * Design and align long term performance marketing strategy, vision and requirements for the company. | |

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

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| **Core Competencies**   |  |  | | --- | --- | | **Deciding and Initiating Action**   * Makes prompt, clear decisions which may involve tough choices or considered risks * Takes responsibility for actions, projects and people * Takes initiative, acts with confidence and works, * Initiates and generates activity | **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 | | **Working with People**   * Demonstrates an interest in and understanding of others * Adapts to the team and builds team spirit * Recognises and rewards the contribution of others * Listens, consults others and communicates proactively Supports and cares for others * Develops and openly communicates self-insight, such as an awareness of own strengths and weaknesses | **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 | | **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 | **Coping with Pressures and Setbacks**   * Works productively in a pressurised environment * Keeps emotions under control during difficult situations Handles criticism well and learns from it * Balances the demands of a work life and a personal life. Maintains a positive outlook at work. * Handles criticism well and learns from it | |

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| **Skills and Qualifications**   * 3-5 years’ experience working in ecommerce performance marketing. * In depth knowledge of Amazon advertising including AMS and DSP. * Demonstrated ability to create long term brand building strategies and plans with an ecommerce / omnichannel environment and deliver key KPIs within set budgets. * Strong presentations skills (PowerPoint) and good knowledge of excel. * Strong commercial and financial acumen. * Comfortable building new processes and optimising existing. Strong aptitude & willingness to learn. * Exposure to other languages and markets outside the UK desirable but not a requirement. * Experience using third party optimisation tools e.g. Sellics, Seelk, Kenshoo desirable but not a requirement. |

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