

## Position Profile – E-Commerce Client Manager

<b>Title</b>	E-Commerce Client Manager
<b>Purpose</b>	Development of Ceuta Healthcare client relationships in order to achieve profitable sales and distribution of the clients' products, within designated categories and trade channels (most prominently the ecommerce channel) in line with clients' and company objectives and operating standards. Work with other client managers and their clients, as well as partners and customers to drive sales in ecommerce platforms and customers.
<b>Reports to</b>	Client Controller
<b>Direct Reports</b>	N/A
<b>Key Areas of Responsibility</b>	<p><b>Client Specific Key Responsibilities:</b></p> <ul style="list-style-type: none"> <li>Proactively manage designated clients</li> <li>Key contact for all Client requirements</li> <li>Manage client trade objectives</li> <li>Develop trade marketing plans</li> <li>Chair regular review meetings / conference calls</li> <li>Forecasting</li> </ul> <p><b>Trade Specific Responsibilities:</b></p> <ul style="list-style-type: none"> <li>Work with Ceuta Healthcare sales teams to develop category solutions and strategic brand and trade plans for each account</li> <li>Lead trade meetings with ecommerce customers and partners</li> <li>Co-ordinate and influence range review processes</li> <li>Manage partnership marketing activities</li> <li>Manage design, production and implementation of POSM materials</li> <li>Manage ad hoc merchandising, in-store Consumer activity, other online trade marketing activities</li> <li>Ensure sales force have brand information to manage the accounts - Customer presentations including pricing documents, competitor analysis, category solutions, sales updates, promotional plans.</li> <li>Explore emerging ecommerce platforms and customers to discover size of prize and key commercial requirements</li> </ul>
<b>Professional Competencies</b>	<p><b>Career Experience</b></p> <ul style="list-style-type: none"> <li>Minimum 3 years' experience within FMCG (ideally healthcare, personal care or beauty but this is not a prerequisite)</li> <li>Minimum 2 years' experience of managing and developing Amazon and other ecommerce trade customers.</li> <li>Previous experience in sales and/or marketing would be advantageous</li> <li>Experience in a similar, faced paced, environment is preferred</li> </ul> <p><b>Qualifications</b></p> <ul style="list-style-type: none"> <li>Good standard of general education, including Maths and English</li> <li>Degree educated (or equivalent)</li> <li>Amazon Advertising Accreditation or 2 years' experience of managing PPC advertising (preferred)</li> </ul>

	<p><b>Required Skills</b></p> <ul style="list-style-type: none"> <li>• Strong analytical skills and the ability to identify trends and forecast accordingly.</li> <li>• A strong understanding of the key financial measures that drive effective performance, including ROI calculations, promotional evaluation, return on capital employed and sales modelling.</li> <li>• Understanding of category management and core ranging principles in order to provide ranging recommendations for key customers</li> <li>• The ability to use excel to an intermediate level in order interpret sales data and create reports for the client</li> <li>• To ability to use Power Point to an intermediate level in order to create compelling presentations and confidently present them to both customers and clients.</li> <li>• Understanding of how to interpret marketing guidelines and apply these to local customer focused activities.</li> </ul>
<p><b>Ceuta Group Core 6 Behavioural Competencies</b></p>	<p><b>Effective Communication - 4</b> Creates a safe environment for open communication enabling colleagues to communicate more effectively</p> <p>Is able to accept feedback and deliver proactive management solutions</p> <p>Recognises when others are having difficulty understanding information and adapts their style appropriately</p> <p>Acknowledges all mind-sets and successfully motivates others to act in the best interests of the company</p> <p>Effectively communicates the business objectives with others whilst building a positive company culture</p> <p>Always scans work for ambiguity or misinterpretation before sending</p> <p><b>Client Focussed - 4</b> Demonstrates an in-depth understanding of customer needs to ensure that business decisions reflect the clients/customers perspective</p> <p>Encourages detailed insight from front line colleagues regarding client/customer needs and expectations to remain solution focused</p> <p>Advocates on behalf of the organisation to build trust and add value with the client/customer</p> <p>Ensures client/customer expectations are consistently prioritised and managed especially during critical periods</p> <p>Provides the client/customer with constructive feedback regarding issues/problems encountered</p> <p>Creates an environment where team/s are empowered to put clients /customers first</p>
	<p><b>People Driven – 3</b> Trusts colleagues to deliver work once delegated appropriately to create positive work outputs</p> <p>Acts as a team player, investing time to generate a common focus and genuine team spirit</p> <p>Provides a supportive environment and removes barriers to ineffective working</p> <p>Takes responsibility for creating a working environment that encourages equality, diversity and inclusion</p> <p>Consistently demonstrates the ability to give timely and constructive feedback</p> <p><b>Drives Performance &amp; Efficiency – 4</b> Is demanding of self and others in pursuit of outstanding client/customer results</p> <p>Monitors self/team progress toward goals and adjusts priorities as needed to maximise productivity, efficiency &amp; effectiveness</p> <p>Holds self and team accountable for outcomes against performance defined metrics</p> <p>Approaches problems methodically and develops solutions with sustainable &amp; measurable results</p> <p>Weights up priority and benefits of different actions and activities to achieve cost effective outcomes</p>

	<p>Encourages and seeks out feedback and makes positive improvements regardless of how the feedback was given</p> <p>Recognises potential in others and encourages self development</p>	<p>Questions and challenges the value being delivered through commercial arrangements with external business partners</p> <p>Devises and sets metrics to deliver against the agreed business objectives to achieve maximum results</p> <p>Gathers and uses evidence to assess the costs, benefits and risks of a wide range of options when making commercial decisions</p>
	<p><b>Supports &amp; Embraces Change – 3</b> Inspires others by championing changes to achieve common goals</p> <p>Drives efficiency and effectiveness by identifying and exploring areas for improvement</p> <p>Leverages appropriate behaviours within team in support of change efforts to drive improved performance</p> <p>Communicates change plans to employees in a clear and timely manner</p> <p>Collaborates and makes compromises for the greater good without sacrificing personal principles or business ethics</p> <p>Uses the business tools available to measure effectiveness of change</p>	<p><b>Grows the Business – 4</b> Uses a variety of sources of insightful information to ensure correct decisions are made to drive additional revenue</p> <p>Creates best practice policies, plans and service provision to meet the diverse needs of clients/customers</p> <p>Brings together the views and perspectives of stakeholders to gain a wider picture of the landscape surrounding activities and policies</p> <p>Implements strategies and plans which not only support the immediate team, but the wider business</p> <p>Makes quick confident decisions at a strategic level to ensure that the organisational goals are met</p> <p>Is resourceful in expanding their knowledge of the industry, competition and/or marketplace in order to make strategic fact based decisions</p> <p>Has an extensive and comprehensive understanding of the Ceuta Group's services in order to drive intergroup business growth opportunities</p>