

## Position Profile – Head of E-Commerce

<b>Title</b>	Head of E-Commerce
<b>Purpose</b>	You will be responsible for driving the development of the E-commerce team and exceeding budget of a stand-alone P&L
<b>Reports to</b>	Director of Commercial Development
<b>Direct Reports</b>	1 x E-Commerce Manager (who in turn manages two E-Commerce Executives) 1 x E-Commerce Client Manager
<b>Key Areas of Responsibility</b>	<ul style="list-style-type: none"> <li>○ Lead an e-commerce team in charge of the planning and execution of day-to-day e-commerce operations, including but not limited to, content optimisation, catalogue management, managing the SEO and marketing investment profile, pricing management and promotional activities, forecasting &amp; demand planning.</li> <li>○ Manage the P&amp;L of the team by maximising sales and ROI</li> <li>○ Strategic networking throughout the wider Ceuta Group.</li> <li>○ Develop account T2T contacts in order to set and manage e-joint business planning with our key customers ensuring we deliver a plan for our fair share across the portfolio.</li> <li>○ <b>AMAZON:</b> To maximise the effectiveness of Ceuta's Amazon relationship by: <ul style="list-style-type: none"> <li>● Amazon Vendor: maximise ROI and broaden from 1 to multiple vendor accounts/categories</li> <li>● Amazon seller: development of relationship with 3<sup>rd</sup> party drop shipper</li> <li>● Develop model for Amazon Europe</li> <li>● Develop model for Amazon US</li> </ul> </li> <li>○ <b>Other account Development</b> <ul style="list-style-type: none"> <li>● To accelerate development of other marketplace sales (eBay, Groupon, Onbuy, Feel Unique...)</li> <li>● To accelerate development of other e-commerce customers (Victoria health, Look Fantastic, ASOS...)</li> </ul> </li> <li>○ <b>Create a centre of digital excellence</b> within Ceuta <ul style="list-style-type: none"> <li>● Launch of E-Commerce dashboard</li> <li>● Digital asset improvements</li> <li>● Data robustness: GS1 / Brandbank relationship management</li> <li>● Facilitate the sharing of best digital practice throughout the wider Ceuta commercial divisions</li> </ul> </li> </ul> <p style="margin-left: 40px;"><b>NATIONAL ACCOUNTS</b></p> <ul style="list-style-type: none"> <li>■ To maximise the performance all Ceuta brands sold on e-commerce platforms across omni-channel sales partners (Boots, Superdrug, Tesco, Holland &amp; Barrett...) <ul style="list-style-type: none"> <li>● Digital optimisation of content, including imagery and SEO relevancy</li> <li>● SEO / category hierarchies</li> <li>● E-commerce specific promotional activity / marketing</li> </ul> </li> </ul> <p style="margin-left: 40px;"><b>CLIENT MANAGMENT</b></p> <ul style="list-style-type: none"> <li>■ Liaison with both client managers and directly with the client over Development of digital marketing / social media / social e-commerce activities to conversion into retailer sales</li> <li>■ Identify promotional opportunities via data-driven insights and develop go-to-market plans in partnership with client management and marketing</li> </ul> <p style="margin-left: 40px;"><b>PHARMACY</b></p> <ul style="list-style-type: none"> <li>■ To support pharmacy key account managers in their development of key E-Pharmacy customers (Chemist 4 U, Pharmacy 2 u etc)</li> </ul> <ul style="list-style-type: none"> <li>○ Drive the external PR of the Ceuta E-Commerce offering</li> </ul>

	<ul style="list-style-type: none"> <li>○ Liaise with the Talent Management &amp; Development to ensure that all annual performance appraisals are completed for the team in line with company deadlines and that all personal and business objectives have been agreed.</li> <li>○ Lead, motivate and develop all members of the team and liaise with the Talent Management &amp; Development team to ensure that training requirements are met.</li> <li>○ Lead recruitment in line with company policy and procedure, in conjunction with Talent Management &amp; Development.</li> <li>○ Adopt and implement the company’s behavioural competency framework principles for the recruitment and development of all team members, ensuring that all performance standards are met.</li> </ul>
<p><b>Professional Competencies</b></p>	<p>We are looking for someone who is a strategic thinker, has understanding of the market, current and future, is able to take a commercially astute, long term, big picture and the ambitious view of the business, and create a compelling e-commerce strategy and ensure its execution.</p> <p><b>Career Experience</b></p> <ul style="list-style-type: none"> <li>○ 6+ years of experience in e-commerce, preferably for an FMCG manufacturers <ul style="list-style-type: none"> <li>○ Amazon seller and vendor platforms</li> <li>○ Other UK Marketplace</li> <li>○ Management of the e-commerce operations of omnichannel customers (e.g. Tesco, Boots, Holland &amp; Barrett etc.)</li> <li>○ Experience of E-pharmacy customers (e.g. Chemist 4 you)</li> <li>○ Experience of managing Amazon and other marketplaces throughout Europe, America, China and the rest of the world would advantageous</li> </ul> </li> <li>○ DTC brand building experience</li> <li>○ Digital Marketing, social media and social commerce</li> <li>○ Management of an e-commerce centric team</li> <li>○ Full P&amp;L accountability and budget management</li> </ul> <p><b>Education</b></p> <ul style="list-style-type: none"> <li>○ Bachelor’s degree in related field or equivalent experience</li> </ul> <p><b>Required Skills</b></p> <ul style="list-style-type: none"> <li>○ Authority, gravitas, influence and credibility with key internal and external customers in order to develop Ceuta’s digital centre of excellence.</li> <li>○ Proven track record in growing a successful ecommerce business with experience in both strategy development and operational execution</li> <li>○ Entrepreneurial and efficient with limited resources</li> <li>○ Exceptional leader and collaborative team player in a highly agile and fast-paced environment</li> <li>○ Proven accountability for delivery of digital activations and ROI measurements</li> <li>○ Ability and desire to create strong relationships and collaborate at all levels of the organisation</li> <li>○ Extensive track record of using data to influence and inform decisions when implementing strategic choices</li> <li>○ The ability to understand and utilise customer data sources i.e. Dunnhumby, Nielsen, Kantar to transform insight into action</li> <li>○ Intermediate proficiency in Microsoft Office (Word, Excel, PowerPoint, Outlook)</li> <li>○ Ability to network across the wider Ceuta Group, senior trade customers and senior client contacts.</li> <li>○ The ability to present to external stakeholders with confidence, serving as the company’s spokesperson, in order to promote the services of the Group and achieve the desired outcomes.</li> <li>○ The ability to lead, motivate and develop others to ensure the smooth and effective management of the team.</li> </ul>

	<ul style="list-style-type: none"> <li>○ The ability to deal with confidential employee information in accordance with the company Data Protection Policy</li> <li>○ The ability to manage difficult and sensitive employee issues with empathy and without judgement</li> <li>○ The ability to set SMART objectives in order to ensure the success of the team and have a positive impact on the company</li> </ul>	
<p><b>Ceuta Group Core 6 Behavioural Competencies</b></p>	<p><b>Effective Communication – 5</b>            Anticipates and predicts possible areas of confusion and deals with them upfront</p> <p>Clarifies strategies and plans, communicates purpose and direction with clarity and enthusiasm</p> <p>Demonstrates ability to interact effectively with the Board of Directors</p> <p>Always uses the most appropriate communication method for the intended audience and seeks feedback at every opportunity</p> <p>Consistently demonstrates understanding of current priorities and concerns of clients and colleagues</p> <p>Is able to develop strategies to facilitate cross-functional alignment to inspire all colleagues to produce profitable growth</p> <p>Creates a positive communication culture in line with the company vision and values</p>	<p><b>Client Focussed – 5</b>            Utilises fact-based insight and in-depth knowledge of the clients/customers industry &amp; it’s competitors to ensure that their needs are anticipated, and robust actions are taken</p> <p>Take respectful ownership of the client/customer organisational reputation</p> <p>Implements strategic change when appropriate that reassures and inspires client/customer confidence</p> <p>Communicates &amp; reinforces the appropriate balance between meeting client/customer needs &amp; business demands</p> <p>Creates frameworks that deliver success against measurable criteria and industry benchmarks</p> <p>Develops mutually beneficial and sustainable relationships with clients/customers that positively impacts commercial growth</p>
	<p><b>People Driven – 5</b>            Always finds the right balance between challenge and support when dealing with others</p> <p>Proactively creates, builds and maintains a strong network of connections with colleagues across the group to promote a participative and collaborative working environment</p> <p>Encourages and establishes principles of working effectively across boundaries to support the business</p> <p>Promotes partnerships as a means of shaping and delivering new initiatives</p> <p>Builds high performing teams aligned to common goals</p>	<p><b>Drives Performance &amp; Efficiency – 6</b>            Is a role model with strong leadership, influence and accountability for the achievement of commercial outcomes relevant to the organisational vision, values and goals.</p> <p>Draws on relevant insights relating to current and future dynamics in the economy to seize opportunities in order to stimulate further commercial growth</p> <p>Enables the organisation and all employees to remain focused on core priorities irrespective of external challenges</p> <p>Is fluent at interpreting an extensive range of financial and performance data and uses this to determine effective policies and strategies</p> <p>Seeks out and facilitates the introduction of innovative business models, systems and</p>

	<p>Is confident in their understanding of different management styles and their ability to adapt their style in order to get the best from their team</p> <p>Recognises individuals with skills that surpass their own and harnesses them to achieve positive outcomes</p> <p>Appropriately champions recognition and reward</p>	<p>approaches to deliver greater commerciality and sustainability</p> <p>Drives and delivers a world class culture that emphasises continuous improvement, efficiency and value for money</p> <p>Takes a wide view and can successfully negotiate and influence the achievement of common goals with key stakeholders</p> <p>Successfully interprets a clients strategic direction, offering options and solutions to maximise results that delivers a positive return on investment</p>
	<p><b>Supports &amp; Embraces Change – 6</b> Leads from the front and articulates a vision that generates excitement, enthusiasm and commitment</p> <p>Experiments and reinvents thinking using intuition as well as complex analysis to create a new concept or approach not obvious to others</p> <p>Networks with internal and external stakeholders to generate ideas and explores change opportunities</p> <p>Remains aware of the organisational objectives and monitors current developments and trends that may affect implementation of organisational direction, programs or plans</p> <p>Helps others understand the strategic goals of the organisation and how their work relates to these through regular company updates</p> <p>Anticipates others' resistance to change and is proactive in reducing the potential impact to employee morale</p>	<p><b>Grows the Business - 5</b> Demonstrates sound, decisive judgment based on key business drivers &amp; data to increase profit</p> <p>Uses strategic insight from economic, political and social environments, competition and cutting-edge practices that are winning in the marketplace</p> <p>Follows an analytical and structured consultation process when coming to key decisions</p> <p>Uses critical thinking to provide new opinions, information and considerations in a coherent and logical style</p> <p>Consistently demonstrates ability to prioritise and allocate resources in the most cost efficient and profitable manner</p> <p>Makes difficult decisions by pragmatically weighing the complexities involved against the need to act</p> <p>Has the confidence to make ambitious and difficult decisions that may be unpopular but is still able to justify and communicate the rationale behind them</p>