

## **Junior Ecom Account Manager** **(covers total Hain portfolio)**

**Location:** London office

**Reports to:** International Ecommerce Manager

**Direct Reports:** None

**Contract:** Full time, Permanent

### **Purpose of role**

- ☺ Commercially responsible for driving the Ella's Kitchen portfolio in Ocado and Ella's.com.
- ☺ Lead and own the digital shelf across the total Hain Celestial portfolio.
- ☺ Work closely with the third party ecom tool partners
- ☺ Support the wider Ecom team managing day to day trading of existing customers
- ☺ Work collaboratively with the wholesale team to drive the Amazon account
- ☺ Manage and support delivering comprehensive ecom projects
- ☺ Support, inspire, excite and motivate your customers and fellow NAMs
- ☺ Build strong relationships within our team, influence and challenge us to make the right decisions and help support us landing our ambitious growth plans.
- ☺ Create imaginative, ambitious and commercially sensible plans for your customers

### **Role Activities / Responsibilities:**

#### **1. Ecommerce Account Management (30%)**

- ☺ Manage key online grocery accounts, driving commercial performance and account growth in line with our budget
- ☺ Gain a real understanding of your customers strategies & goals and align them to our plans.
- ☺ Ensure our trade spend is managed effectively. Analyse customer-level data and campaign results to optimise commercial return
- ☺ Deliver JBP terms with support from the International Ecommerce Manager
- ☺ Work collaboratively with Marketing to drive our direct-to-consumer business, through optimised online promotional plans and aligning key brand moments in time to our own website.

#### **2. Drive the ecommerce strategy (30%)**

- ☺ Help us to deliver our E-Commerce strategy with support and guidance from the International Ecommerce Manager
- ☺ Ensure brilliant basics across product listings, imagery, taxonomy, and availability
- ☺ Work closely with the third party ecom tool partners to make data lead decisions and drive ownership in sales and marketing
- ☺ Analyse customer-level data and campaign results to optimise commercial return
- ☺ Work closely with our shopper marketing team to execute a sponsored search plan alongside online activation plans across the top 4 retailers

### **3. Sales Fundamentals / Reporting & Tracking (20%)**

- ☺ Work with our category and marketing teams to deliver timely category management/insight to help deliver targets and help stand us apart from the rest of our competition
- ☺ Accurately report sales data (weekly sales number, forecasting, trade spend, promotional performance)
- ☺ Manage and contribute to a broad range of cross functional projects
- ☺ You are the eyes and ears of your customers. You stay up to date with what is going on in store and online

### **4. Ecom sales support (20%)**

- ☺ Support the wider Ecom team managing day to day trading of existing customers - debit note management, media activation, promo administration, delivering CPI, tender preparation and ecom reporting

### **You will need to:**

- ☺ Have experience managing customers, delivering commercial plans and results (preferably within E-Commerce)
- ☺ Be passionate and enthusiastic about driving growth in Ecom
- ☺ Demonstrate your ability to live and breathe our values: Own it, Foster inclusion, Be Curious and Win Together
- ☺ Have a willingness to learn and be challenged to think differently
- ☺ Articulate with excellent presentation skills. Be able to influence others through your flexible style
- ☺ Successful in managing stakeholders and communicating across various levels and functions.
- ☺ Strong business, financial, and analytical skills with a solutions-driven approach.
- ☺ Be a proactive thinker
- ☺ Be able to thrive in an entrepreneurial and exciting environment
- ☺ Have a results focussed mind-set with the ability to "never give up" and find solutions to challenges
- ☺ Have a great grasp of MS Office (Excel in particular)

