

## Position Description

<b>Position title</b>	Digital & eCommerce Manager
<b>Reports to</b>	Senior Brand Manager – Consumer Health
<b>Function</b>	Consumer Health

<b>Key Result Areas</b>	<b>Accountabilities</b>
<b>Organisational strategy development and implementation</b>	<ul style="list-style-type: none"> <li>Lead digital and ecommerce strategies for MPL Consumer Health and other portfolios from development through to implementation</li> <li>Ensure that all digital and ecommerce marketing activities are aligned with the overall organisational strategy and commercial approach</li> <li>Ensure innovative initiatives such as new product launches, introduction of new marketing techniques and development of new communication campaigns are effectively implemented through digital and ecommerce platforms</li> </ul>
<b>Brand marketing and performance</b>	<ul style="list-style-type: none"> <li>Develop and implement ecommerce operating plans for relevant Consumer Health and other brands to deliver strong commercial outcomes as determined by key metrics, such as net sales, customer loyalty/repeat purchase etc.</li> <li>Execute and oversee the setup, deployment and measurement of ecommerce campaigns and promotions ensuring alignment across website, search, social and email</li> <li>Ownership of third party logistic relationships to ensure high level of customer service for ecommerce brands, as measured by delivery lead times, order tracking etc.</li> <li>Manage scheduled reporting against key ecommerce KPIs including sales, ROI and customer loyalty</li> <li>Establish presence for relevant Consumer Health and other brands on key ecommerce platforms e.g., Amazon, from ranging through to support plans to contribute to business sales goals</li> <li>Ownership over social media platforms for Consumer Health and other brands including content development, advertising campaign management, community moderation and customer service to deliver outcomes as determined by key metrics such as CPM, engagement rate etc.</li> <li>Maintain brand websites for Consumer Health and other portfolios, ensuring UX and content remains fresh and up to date to continuously improve engagement</li> <li>Develop and implement search marketing campaigns, delivering increased site traffic to Consumer Health and other brand websites</li> <li>Evaluate the effectiveness of digital marketing programs through structured reporting process, and make insight driven recommendations to further improve business performance</li> <li>Monitor competitor strategies, anticipate, and develop responses to emerging competitor tactics and activities</li> <li>Deliver annual Ecommerce P&amp;L commitments</li> </ul>
<b>Internal &amp; external stakeholders relations (regional team, customers, agencies and suppliers)</b>	<ul style="list-style-type: none"> <li>Work with broader Marketing and Sales teams to build mutually beneficial digital and ecommerce execution plans with our Retail partners where appropriate</li> <li>Maintain necessary contact with major suppliers to identify innovation opportunities in digital tools, logistical processes etc.</li> <li>Ensure effective input from Sales, Supply Chain, Finance, Medical and Regulatory to maximise product/portfolio opportunities in line with strategy</li> <li>Build internal digital capabilities for broader Consumer Health and Prescription teams</li> <li>Maintain relationship with digital colleagues in MPL Regional office in Singapore, ensuring Global strategies and resources are leveraged to drive best in class digital and Ecommerce programs locally, and local best practices are shared back for the benefit of the broader Global team</li> <li>MPL reputation and interests are secured and defended in all interactions with external parties</li> </ul>



<b>Budget, governance and compliance</b>	<ul style="list-style-type: none"> <li>• All regulatory and governance requirements relevant to the marketing and promotion of MPL products are fully complied with, including ASMI Code of Practice and TGA Advertising Code and Medicines Australia</li> <li>• Ensure all SOPs relating to the approval of promotional material have been adhered to and all promotional material complies with the Company's standards, including internal legal approval</li> <li>• Monitor competitors' marketing material online and advise the relevant cross-functional team of any breaches</li> <li>• Regularly review allocation of digital and ecommerce spend to optimise ROI</li> </ul>
<b>People and culture</b>	<ul style="list-style-type: none"> <li>• MPL Values are clearly demonstrated</li> <li>• Build and maintain effective reciprocal working relationships with internal customers and build commitment to the product/portfolio strategy to maximize marketing effectiveness and ensure implementation of strategy and tactics</li> <li>• Ensure effective collaboration with Medical, Sales, Logistics and L&amp;D to maximise product/portfolio opportunities in line with strategy, and achieve efficiencies</li> <li>• Champion cross functional ways of working</li> <li>• Actively nurture an evolving digital culture for MPL</li> </ul>

<b>Person Specification</b>	
<b>Professional experience</b>	<ul style="list-style-type: none"> <li>• 3-5 years of work experience in relevant field</li> <li>• Minimum 2 years' experience managing an Ecommerce business</li> <li>• Working experience building and implementing website, social, search and email marketing programs</li> <li>• Ability to operate effectively in a compliance driven environment</li> </ul>