**JOB DESCRIPTION**

<table>
<thead>
<tr>
<th>JOB TITLE:</th>
<th>E-Business Manager</th>
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<tbody>
<tr>
<td>DEPARTMENT:</td>
<td>Sales</td>
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<tr>
<td>REPORTS TO:</td>
<td>General Manager UK &amp; Ireland</td>
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<tr>
<td>(title of manager)</td>
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<td>DATE:</td>
<td>September 2013</td>
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**PURPOSE:**
Manage and develop e-business activities according to the objectives and the Royal Canin & James Wellbeloved strategy.
We understand by e-business activities the management of key accounts, digital marketing, development of services to the trade and CRM management.

**DIMENSION:**
Significant quantities on which job has some direct or indirect impact. Include people management responsibilities.
What decisions is jobholder expected to make and at what risk to the business? Think of cost impact, liability impact, loss of profit, impact on customer service etc. when thinking about risk.

- Around £ 25M NSV (co-shared)
- (Co)-Responsible for £ 800 k budget
- 2 brands
- 3 people
- Cross channels
- Participate to group e-business meetings
- Part of the European community

**PRINCIPAL ACCOUNTABILITIES:**
What are the main areas in which this role must get results in order to achieve its purpose? Why does the position exist? What contributions does it make? What are the results expected? What is the planning horizon?

- Manage and develop the sales with e-retailers compliant with Crown Pet Foods ethos
- Develop and implement dedicated promotional activities for those customers
- Develop and manage CRM (pet owners relationship) strategy and activities
- Bring constantly innovative services for the trade or pet owners
- Provide new ways of recruiting pet owners and developing loyalty
- Develop e-merchandising
- Provide e-tools / e-marketing campaigns to increase traditional channels sales
- Develop e-tools / e-culture internally through constant communication with traditional channels directors
- Maintain and develop company websites
- Ensure optimized on-line visibility in line with brand values for both brands
**NATURE AND SCOPE**

**Job Content:**

The e-retail market is developing very fast and becoming a big contributor to the pet food market. Through a close relationship with the different actors (pure players, click & mortars,…), the E-business manager will manage the sales development on internet, in line with Royal Canin strategy.

The job holder will make sure that a dedicated promotional / marketing plan for e-retailers is in place to fit the particularity of this channel.

New technologies allowing leveraging new ways of interacting with pet owners, the job holder will strive to identify innovative tools and opportunities that will benefit traditional channels in terms of performance and efficiency.

Due to the particularity of the on-line world and the perpetual innovations arising, the job holder will need to develop a keen interest and understanding of new technologies and their impact on consumers habits.

Through the management of company’s websites and 3rd party activities, the job holder will make sure that the on-line presence of both brands is optimized and in line with brand values.

It is also necessary that the job holder is willing to entertain strong communication and exchanges with other parts of the business to leverage an e-culture within Crown Pet Foods.

It is key for Royal Canin and James Wellbeloved to better educate pet owners and offer them dedicated promotions. The job holder will put in place robust systems that will allow us to systematically recruit new profiles of pet owners and will be responsible for building a strong relationship between the brand, the outlet and the pet owner.

**Background Experience, Qualifications & Functional Competence Required**

- Sales & Marketing background with Key account management experience
- Knowledge of specialist pet food channel
- New technologies savvy – Internet minded
- IS literate
- Relational marketing experience
- Knowledge of e-retail is an advantage

**Mission Critical MLC supporting competencies**

- Creativity
- Innovation management
- Strategic agility
- Business acumen
- Customer focus
- Drive for results
- Peers relationship
- Listening
- Negotiating

**ORGANISATION SCOPE:**

Please provide letter of application and CV to Alex Chadwick by the 4th of October 2013.

Alex.chadwick@royalcanin.com

If you have any questions or require further information please do not hesitate to contact Alex on 07918 632797