POSITION DESCRIPTION

Position Title: Digital Commerce Specialist

Direct Manager: Digital Marketing Manager

Budget Responsibility: Nil

Direct Reports: Nil

Location: Primary office of relevant region

WHAT YOU'RE HERE TO ACHIEVE

Together with the rest of the Animal Management Digital Team you will be responsible for the coordination and execution of eCommerce activities within the SAP ecosystem. Your primary focus will be on supporting and optimizing eCommerce projects, ensuring alignment with our Global and Regional Marketing strategies.

In this role, you'll focus on supporting eCommerce activities. This involves assisting in the development and implementation of SAP eCommerce platforms through collaboration with the digital team and IS technical and support leads.

Your responsibilities will also include repurposing content for various online platforms to maximize reach and impact. Additionally, you will focus on improving website performance through performance analysis and optimization strategies, using analytics tools to assess performance and identify areas for improvement.

Relationship management is another critical component, this involves building and maintaining effective internal and external relationships, understanding and delivering to the needs of regional marketers, and promoting cross-functional collaboration. Additionally, you'll act as a trusted advisor on digital systems, offer training on marketing technology tools, and assist in managing relationships with external vendors and partners involved in digital commerce operations.

WHERE YOU'LL FIT IN #TEAMGALLAGHER
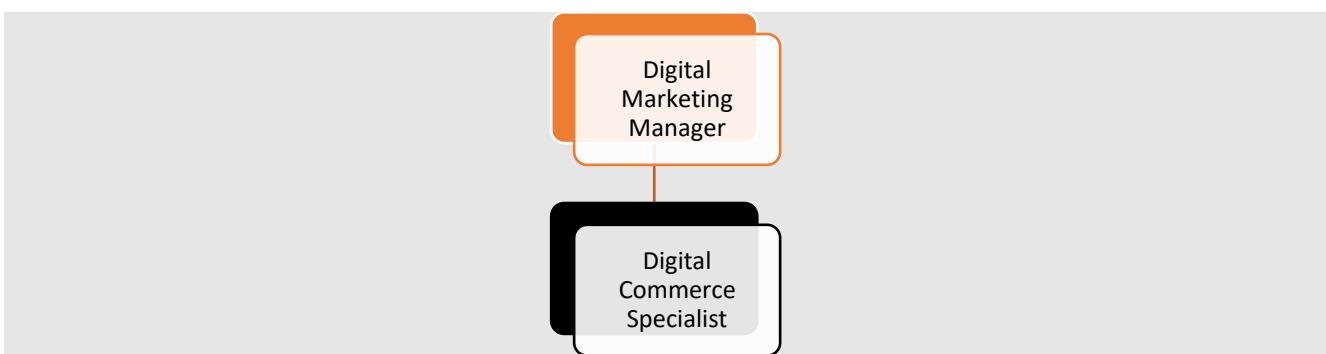
WHO YOU'LL BE WORKING WITH

Internal Relationships	External Relationships
• Digital Marketing Manager	• Gallagher Customers

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• Customer Experience Manager • Head of Digital Commerce • Heads of Product Solution Marketing • Chief Marketing Officer • Global Marketing team • IS Customer Experience team • AM Regional Marketing Leads	• Suppliers, Dealers and/or Distributors • External Digital Marketing and Service Providers, Advertising and Communications Agencies

WHAT YOU'LL BE DOING

Key Accountability	Outcomes/ Expectations
eCommerce Projects Activities Support and Maintenance *Effort allocation: 40%*	• Supporting the project management and delivery of AM-focused eCommerce projects and requests from the business. • Assisting in defining project scope and outcomes. • Participating in planning sessions and providing updates on projects and tasks. • Support in the implementation and maintenance of eCommerce systems. • Support in the migration of web platforms. • Assisting regional teams in implementing eCommerce strategies. • Coordinate with IS Web Development for timely implementation, testing and impact assessment. • Providing ongoing support to troubleshoot issues and queries. • Identifying data integration opportunities and utilising analytics tools.
Product Listings and Content Management *Effort allocation: 20%*	• Create and manage product listings, including descriptions, images, and pricing. • Ensure all product information is accurate, up-to-date, and optimized for search engines.
Monitoring and Analysing Performance *Effort allocation: 20%*	• Conduct A/B tests on different versions of product listings (e.g., varying descriptions, images, or prices) to determine what drives better performance. • Track key metrics such as click-through rates, conversion rates, and sales performance for each product listing. • Use analytics tools to assess how well product listings are performing and identify areas for improvement.
Relationship Management *Effort allocation: 15%*	• Building and maintaining effective internal and external relationships. • Understanding and delivering to the needs of regional teams. • Promoting cross-functional collaboration between the digital teams and different regions. • Offering training on effective utilization of ecommerce tools. • Assist in managing relationships with external vendors, agencies, and technology partners involved in digital commerce operations.
Continuous Improvement *Effort allocation: 5%*	• Apply continuous improvement methodology to enhance digital commerce processes. • Streamline workflows, eliminate unnecessary steps, and automate repetitive tasks wherever possible. • Utilise and support the team's use of a central AM Global Marketing workflow and monitoring systems.

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Including any other duties not specified that may be required to complete the role, and as requested by the Reporting Manager.

Qualifications and / or Experience

- More than 3+ years' experience in a digital marketing or business process or systems role
- Experience with various marketing technologies, in particular Digital Content Management Systems (preferably SAP)
- Experience in product schemas would be beneficial but not essential.

Skills

- Strong computer skills with aptitude to learn new applications
- Ability to prioritise, project manage and deliver tasks within tight timeframes
- Can manage multiple demands and cope well under pressure
- Manage internal/external relationships
- Strong aptitude for or ideally background in B2B and B2C, technically focused industries
- First class organisational and project management skills
- Excellent verbal and written communication skills

Protect what matters most.

Our purpose and our values apply to our extended Gallagher family including our employees, customers, partners and community.

We are creative problem-solvers
Our rich pioneering history inspires us to think differently.

We build lasting relationships
We treat everyone with integrity, and value relationships that inspire and empower us.

We trust one another
We build this through consistency, compassion, excellence and honest communication.

We respect all voices
We harness the power of different backgrounds and experiences to create exceptional outcomes.

We help each other to grow
Our curiosity and thirst for learning helps us reach lofty heights.

We're committed to a better tomorrow
Our practices, behaviours and processes are good for us all and for our planet.

We share knowledge freely
We're a global community that sees collaborative information flow as a super power.

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