

<b>Role Title</b> Online Channel Manager	<b>Business Unit</b> Online
<b>Objectives</b>  The Online Channel Manager is responsible for delivering the online sales targets for mobile. The role is responsible for ensuring our online channel meets the customer lifecycle needs of our customers for all targeted segments and propositions. Primary responsibility is to define and deliver an online sales and service programme that transforms the level of sales and service online and fulfils our net-centricity strategy.	
<b>Key Tasks</b>  1) Online Sales & Service Strategy Formulation; <ul style="list-style-type: none"> <li>• Formulate online sales and service strategy as an online business in how it interacts with its customers to achieve best practice self-service benchmarks.</li> <li>• Design and champion a net-centric approach to sales &amp; marketing strategy, customer experience design and product development that drives online sales</li> <li>• Monitors and applies relevant industry trends and developments to improve online performance.</li> </ul> 3) Sales & Service Programme definition and delivery: <ul style="list-style-type: none"> <li>• Identify and qualify online requirements and opportunities supporting online sales &amp; service strategy to determine prioritised online programme delivering optimal mix of channel substitution, new revenues, cost savings and customer satisfaction improvements with supporting business case</li> <li>• Ensures alignment and synergy across all relevant programmes / departments, including Online Delivery, Commercial, Technology, Insight &amp; Analytics, Customer Management etc.</li> <li>• Translate business requirements into best in class online proposition</li> <li>• Ensure all initiatives are delivered through user-centric design process (using personas, info architecture, wireframes, use casing and usability testing) to produce optimum online customer experience (incl. focus on SEO, style guide alignment)</li> <li>• Design fulfilment process for manual, automated and exception transactions</li> <li>• Deliver targeted benefits committed to in each of the above programmes</li> </ul> 4) Channel Management <ul style="list-style-type: none"> <li>• Deliver targeted channel share for online sales and service</li> <li>• Monitor and optimise key KPI levers (including reach (off-site), traffic analysis, conversion. abandonment, breakage) and deliver improvement initiatives in collaboration with other stakeholders</li> <li>• Leverage analytics and customer insight to optimise online proposition and experience</li> </ul> 5) Relationship Management <ul style="list-style-type: none"> <li>• Gain director approval and sponsorship of the sales programme.</li> <li>• Establish appropriate governance structure and communications/reporting processes to ensure full visibility of sales and service programme and performance working very closely with sales, marcomms, product and customer management.</li> <li>• Manages virtual working and project teams to ensure that project milestones and objectives are always achieved</li> <li>• Influence relevant functional heads to implement supporting “net-centric” strategies (e.g. pricing, marcomms)</li> <li>• Behave according to “Our Way” values at all times</li> </ul>	

<p><b>Key Performance Indicators</b></p> <ul style="list-style-type: none"> <li>• Delivery of sales &amp; service targets</li> <li>• Delivery of projects and business solutions to target</li> <li>• Contribution towards team objectives</li> <li>• Working relationships with internal and external Stakeholders</li> </ul>	<p><b>Competency Profile</b></p> <p><b>Business Competencies</b></p> <ul style="list-style-type: none"> <li>• Results Focus (3)</li> <li>• Customer Focus (3)</li> <li>• Business Focus (3)</li> <li>• Problem Solving (3)</li> </ul> <p><b>People Competencies</b></p> <ul style="list-style-type: none"> <li>• Influencing and Winning commitment (3)</li> <li>• Teamwork (3)</li> </ul> <p><b>Other key skills</b></p> <ul style="list-style-type: none"> <li>• Online expertise in ecommerce</li> <li>• Understanding of web principles usability, digital marketing, social networking, information architecture</li> </ul>
<p><b>Supervising Manager</b> Head of eircom Online</p>	<p><b>Terms of Appointment</b></p>