



the finer details

Which site am I based at?

HQ - Blagdon

Which team am I a part of?

YVFP Retail Sales

Who do I report to?

Head of Shopper Marketing

Who do I look after?

0

Team size?

-

Do you have responsibility for a budget?

Yes

Up to £500K direct

Also influence on the total
online shopper budget
allocation

E-commerce Shopper Lead

job description



the purpose of your role

This role is critical in driving our multi-brand e-commerce strategy combining best-in-class category insights with brilliant executions. It involves working closely with the Head of Shopper, Head of Category, retail partners, shopper managers, sales teams, and other internal collaborators to make our e-commerce unmissable and drive our online share. This role will ensure our physical and mental availability online is top of the class across all retailers while also being directly responsible for the full category relationship and shopper execution in Ocado in order to shift consumer and shopper behavior to achieve Yeo Valley's financial and market share ambition.

Your responsibilities:

- **E-Commerce Strategy lead:** Working closely with the Head of Shopper and the Head of Category, will use retailer data and category trends to inform the development and drive the execution of our multi-brand E-commerce Strategy.
- **E-commerce Category and Shopper planning lead:** Sets out best practice guidelines. Collects & interprets complex online data from multiple internal and external sources, analyzes the performance, uncovers category insights and provides recommendations on direction & priorities in the online space. Takes our Category Vision & translates it online. Supports the category team to land it in all retailers with online platforms.
- **Stellar Online Presence:** Sets the standards based on category trends. Ensures all our primary and secondary product imagery for all our brands are in place on all our retailers websites, aligned with brand priorities and messaging, all our product information is accurate, comprehensive and tailored to the needs of the online shopper and that we have an optimum number of reviews to drive consideration and conversion.
- **Search & taxonomy optimization:** Applies innovative thinking to find best solutions to maximize product range visibility. Conducting regular audits and working closely with Brandbank and the retailers online teams make sure our products are present on the right digital shelves and appearing in all relevant searches.

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Essential:

About You

- ♥ Proven experience in FMCG ecommerce / Shopper Marketing or similar
- ♥ Demonstrated experience in SEO, taxonomy optimization as well as working with Citrus & Brandbank
- ♥ Passion for creating online experiences for customers and consumers
- ♥ Problem solver and teammate who can deal with ambiguity and adapt quickly
- ♥ Able to articulate complex subject matter clearly and confidently to a wide audience
- ♥ History of working with sales and brand teams to align on execution plans
- ♥ Experience in handling several brands at the same time is a plus
- ♥ Ability to analyse campaign results and leverage insights to optimize future initiatives.

- **State of the art online shopper activation:** Identify growth opportunities and working closely with the Shopper Marketing Managers regularly review and influence online shopper investment allocation across all retailers making sure the Category Vision is bought to life online. Role-model best practices, advise and provide support for the other members of the shopper team regarding the management of the Citrus accounts across all retailers optimizing ROAS.
- **Maximize Ocado – category & activation:** Own the category relationship & manage the shopper activation for Ocado. Working closely with the Category & RGM as well as Sales counterparts ensure Category Vision is bought to life in Ocado and that the shopper plans are driving faster than category growth, managing the Ocado shopper budget and supporting the share growth for our branded portfolios. Responsible for the Ocado shopper budget.
- **Collaboration with Retail Partners:** Be a trusted partner for the E-Commerce teams within our retail customers, providing category insights & category best practice recommendations in line with the Category Vision, building rapport, ensuring visibility & alignment on goals & execution plans.
- **Performance Monitoring:** Using the existing retailer data sources and working with the Category and RGM teams, track online share performance and progress while developing plans to further develop our e-commerce performance.

what good looks like for this role

Functional Expertise

Uses strong e-commerce, shopper and category expertise to turn data into clear priorities, practical recommendations and best-in-class online execution across retailers.

Leadership & Influence

Provides clear direction and confidently influences cross-functional teams, agencies and retail partners, creating alignment around the standards, choices and actions needed to win online.

Commercial and Category Impact

Delivers measurable commercial impact by translating the Category Vision into online plans that improve visibility, conversion, shopper activation and share growth, with a strong focus on unlocking the Ocado opportunity.





Problem Solving and Continuous Improvement

Identifies what is limiting online performance, whether in search, taxonomy, content, imagery, reviews or activation, and turns those issues into clear actions that improve the shopper journey and business results.

Communication and Collaboration

Builds trusted, productive relationships with internal stakeholders and retailer teams, communicating clearly, challenging constructively and bringing others with them to deliver stronger outcomes for shoppers, customers and the business.

HR use

Date of last review: 08.09.26

Job reference no:

Job level:

Job family:

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