

Ecommerce Manager Jobs In Dubai | GroupM

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Company: GroupM

Location: Dubai

Category: other-general

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GroupM Nexus is now looking to integrate the role of media and eCommerce in a deeper way, using data, technology and best practice media execution to do so. This role will be crucial to the success of this business objective. The role is unique as it has the ability to impact the business directly and work hands on with the client and their most valued partners, the retailers. We have a great working relationship with the client team, have a very healthy business and have a great network across the globe to support.

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Responsibilities:

Work to implement the brand's overall e-commerce media strategy in the context of changing marketplace conditions and opportunities.

Help lead ecommerce media strategies and set KPI's

Develop the full communication and marketing plans to achieve success within eCommerce and report back ROI

Oversee a retail media agency to develop and execute plans – Triad and Amazon AMG

Interface regularly with the brand teams and senior management

Collaborate internally across divisions and externally with partners to create compelling and relevant messaging online

Manage eCommerce media budget

Maintain and communicates up-to-date records of the implementation of the plan

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Requirement

3-5 years' experience within the digital/eCommerce media space is preferred.

Has strong knowledge of Amazon and e-retail merchandising and media capabilities in the Middle East

FMCG, Retail, E-Commerce/Shoppers Market and Direct Response experience is a plus

Thorough understanding of various types of media specific, but not limited to digital, mobile, social media, digital content partnerships, e-commerce and video

Proficient in reporting and analytics – strong analytical and strategic thinker who can interpret data at a glance

An entrepreneurial spirit with the operational skills to ensure self-directed projects and ideas are seen through to execution.

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