

JOB DESCRIPTION

Digital Sales Manager – Webchat

GG513

London Zone 1

In an increasingly challenging consumer environment Chat is becoming ever more important within the digital business. Reporting to the Head of eCommerce / Senior Digital Sales Manager this role is primarily responsible for delivering agreed commercial targets through the Webchat platform and other relevant Digital conversion tools. The role works closely with other areas of the business including Contact Centre Operations, Commercial trading and eCommerce Products as well the Service area in order to achieve targets whilst maintaining

Focussing on; reporting, sales volume forecasting, creation and management of offers and discounts, ownership and continual optimisation of the webchat sales performance. Input and accountability for chat performance as part of the quarterly target setting process across Upgrades, Acquisition, Home and PAYG. Working with Contact centre operations and digital content teams to brief and prioritise offers across the chat platform. Representation at senior stakeholder meetings

Responsibilities

Strategic

- Responsible for delivering the digital sales plans and marketing activity to transform Chat sales performance improving site conversion and increasing channel share.
- Ensuring all projects are delivered in line with plans, budget and quality expectations, working closely with relevant Digital Sales Managers, Delivery teams, Operational teams and other areas of the Digital team.
- Working closely with the eCommerce Product team to ensure digital capability supports Chat strategic goals.
- Exploring new approaches and assisted conversion products to improve commercial performance of the website

Commercial

- Supporting the Head of eCommerce in planning the annual, quarterly and monthly sales volume and value budgets and KPIs associated with EE Digital Channel.
- Responsible for daily reporting against business as usual activities as well as marketing campaign activity.
- Preparing for and attending weekly trading meetings, within the trading team and the wider business.
- Working closely with the Marketing and Proposition development teams on prioritisation and relevance.

- Collaborate and influence with the Finance and Revenue Protection teams up to Head of level on all aspects of post-sales, for example value.

Governance

- Ensure close alignment and interlock with other sales channels (Retail and Telesales), Marketing (Propositions) and Brand (Marcoms) to maximise the effectiveness of the channel.
- Responsible for the brand experience in Digital Sales channels to ensure consistency with Retail and Campaigns presence and in support of wider multi-channel business objectives. Ensuring Webchat function is kept up to date with relevant information supporting product sales, that the site experience is functioning as it should be and information is correct/ update to date (including pricing).

Other key relationship comments:

Be Bold

Be Clear

Be Brilliant

- Commercial & functional management of digital sales
- Experience in multi-channel sales environment
- Consumer marketing (preferably in telco)
- Passion for digital and technology
- Digital customer experience
- Strategic and financial competence
- Great stakeholder manager

- Internal company knowledge (policies; procedures; strategies); industry background; knowledge of external market

- Affiliate/ PPC/ SEO

- Online sales experience

- Customer lifecycle management/ email comms

Skills and knowledge required for recruitment purposes should be recorded here. Please select from the list below (also available on the Resourcing intranet site)

Demonstrable success managing sales across virtual teams and multiple stakeholders

Able to “get on” with a wide range of stakeholders and partners

Exceptional sales and negotiation skills

Good business acumen and strategic thinking

High level of initiative and enthusiasm

Excellent communication skills

Planning and organisation skills

Working under high pressure situations whilst maintaining a sense of humour