Job Evaluation Template

MARS

Job Title	Digital Route to Market Manager
Segment/Business Unit **Function**	MGS
Zone/Grade/Job Level	T2
Location/Site	Flexible (Bejing, Shanghai, Guangzhou)
Line Manager's Name	Freya Peng
Date	

Job Purpose

Answer why this job is in the organization; Why this job exists (2 or 3 sentences maximum)

Digital Route to Market Manager is critical in enabling quality business growth by emnabling Mars segments to leverage data and technology to new digital route to market business model including but not limited to eRTM and D2C, O2O,occasion based APPs, Social commerce etc to identify new growth driver for digital commerce.

The benefits are:

1) Reach more consumers via more occasions, routes where digital traffic flow
2) Convert more consumers to shoppers by right routes and personalized or tagmented consumer digital experiences or servies
3) Create new digital growth driver in OGSM to drive significant growth in new business model.

Key Responsibilities

Please list the most important and relevant responsibilities

- Lead xsegment route to market and Direct to Consumer technology and capability plan
- Lead internal stakholders and external vendor for capability implementation
- Create data capability and leverage external big data to identify new digital RTM opportunities and enable a sustainable RTM strategy.
- Co-create the digital operation model of RTM innovation by leveraging proper data and technology capability
- Collaborate with Alibaba or JD for their RTM programs
- Experiment with Alibaba for total Ali-platform content governance program to significantly improve reach, convert for edistributors
- Maintain and upgrade segment RTM solutions and own the RTM product change and upgrade to fit digital RTM landscape.
- Build segment relationships to be seen as the 'go to' person and a trusted advisor by senior managers for digital RTM solution value, trend and insights to enable segment RTM strategy.
- Explore new technologies to enable RTM in more occasions eg occasion based APP, O2O , living occasions platforms integration and innovation etc
- Create RTM project plan and resource the project plan in collaboration with the developer, test and vendor lead and Mars internal key resources and sponsors and stakeholders.
- Manage proper project status, handle regular project reviews with senior management and key stakeholders.
- Set up automated interface to related platforms so Econtent, CRM and all other consumer touchpoints can be connected with RTM solutions to promote consistent consumer and route to market services and experiences
- Track and assure all business requirements met by the project

Context and Scope

Complete how the job gets done and the way it operates

Digital Route to Market manager in CDIC digital technology and transformation center for
1. work with digital architect to identify proper RTM solutions design among other applications
2. accountable for digital BP manager for segment RTM project deliver
Digital Route to Market manager will work with multi-functional team in Mars
1. work with digital BP manager on project initiation, resourcing planning, execution.
2. work with segment digital marketing managers, d.com managers, RTM BD managers, brand managers, CRM managers and media managers related to subject of matter in multifunction related to digital route to market strategy and innovation testing and launch
Digital Route to market manager will lead multiple external partners.
1. work with Mars media, RTM agencies on requirements collection, project design and execution
2. work with technology vendors about RTM solution development, test, validation and launch
3. work with digital platforms big data or technology team about data interfaces, analytics capabilities and innovations etc.
4. End to end own functional specifications for eRTM solution functionalities.

Relevant Quantitative and Budget Information

Financial	
Staff	
Other	

Job Evaluation Template

Job Specifications/Qualifications

State the minimum education, knowledge, skills and experience this position requires. State the physical and/or mental requirements for the role (e.g. stand for x hours, lift x weight, concentration on repetitive tasks). Please distinguish any "preferred" qualifications.

Note: May differ from the current job holder's own skills and experience.

1. Education & Professional Qualification

Minimum Qualifications (Adjust per Region)

- B.S. or M.S. degree in Computer Science, business management, engineering, economics, project management or related field (or equivalent in education and experience).
- FMCG experience as a plus

2. Knowledge/Experience

- 5+ years of experience in software development and deployment
- 3+ years' in RTM,O2O,living style or occasion driven APP, platform related experience with proven track record in a complex business environment
- Strong knowledge or experience on digital RTM solution deployment and management, FMCG industry is a plus
- Working knowledge of HTML5, Java Script
- Experience in developing with Azure or AWS cloud services
- Experience of RTM implementation in FMCG industry.
- Hands-on experience implementing digital retail or enterprise solutions
- Strong knowledge of consumer engagement technologies
- Strong knowledge on digital-commerce business
- Track record in interacting with and influence senior leaders; synthesize and present business cases and results to senior executives
- Strategically-minded, contributes to the development of a coherent overarching strategic vision for the company
- Demonstrated ability to build trust and strong cross-functional relationships across an organization to achieve common goals.
- Excellent collaboration, verbal and written communication skills in both English and Mandarin; a direct communicator
- Thrives in a fast changing/learning organization with fast-paced environment.

Level of role, Critical MLCs and Competencies

(Leadership & Functional/Technical)

Level of Role		
	X	Individual Contributor • Delivers Consistent Results • Creates Collaborative Relationships

People Leader
• **Develops Talent**
• **Engages Associates**

Senior Leader
• **Practices Breakthrough Thinking**
• **Navigates Complex Challenges**

Key Supporting Competencies (4-6)
(Note: competencies selected should be job related)
• Creates collaborative relationships: Customer focus, Listening
• Delivers consistent results: Functional/Technical skills, Action Oriented
• Dealing with ambiguity, Business Acumen, Problem solving

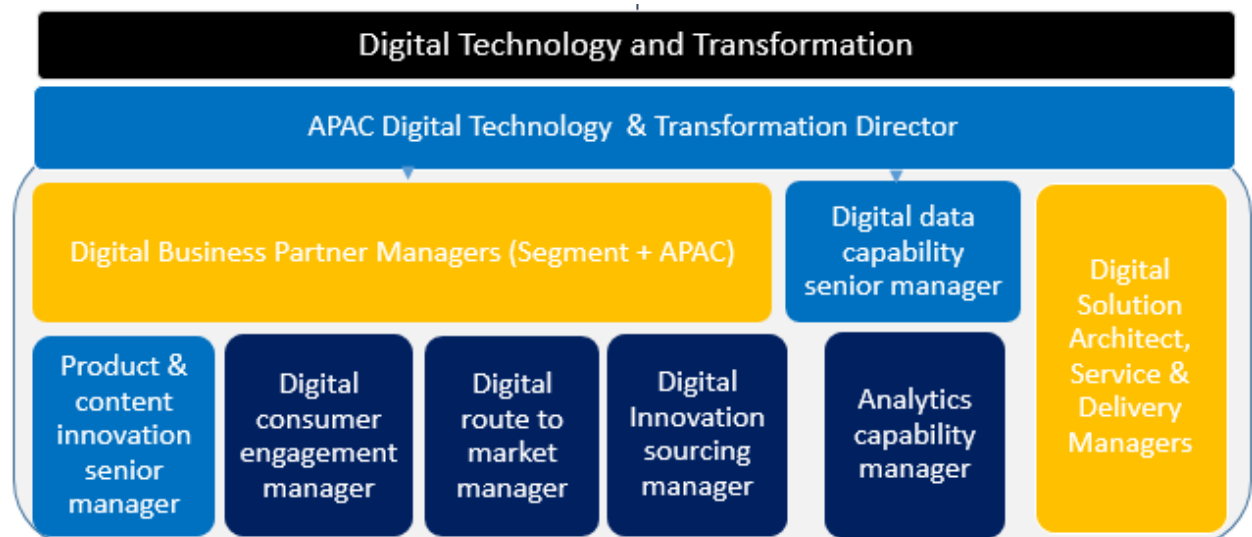| Key Functional Competencies & Technical Skills (3-5) |
|---|
| **(Distinguish any preferred competences at the end of the list & notate them as "preferred")** |
| ▪ Collaboration on complex issues, and strong pro-active leadership experience |
| ▪ Program/Project management PMP or Agile methodology experience preferred |
| ▪ Wechat, wechat program, mobile APPs development |
| ▪ Vendor management |

(refer to http://www.talentdevelopment.mars)

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Organisation Context
Provide the Organisation Chart showing where this role fit

Digital Technology and Transformation

APAC Digital Technology & Transformation Director

Digital Business Partner Managers (Segment + APAC)

Digital data capability senior manager

Digital Solution Architect, Service & Delivery Managers

Product & content innovation senior manager

Digital consumer engagement manager

Digital route to market manager

Digital Innovation sourcing manager

Analytics capability manager

Key Criteria for the Job

• Transformation program chartering by involving multi-function team to go through a full cycle of new operation model

- Set up clear from baseline and to status with measurement followed
- Phasing out the transformation, new WOW with clear milestone of new model in life
- Summarize new WOW, operation model with implemented capability
- Create framework for similar business model transformation and share to other segments, markets.

Key Deliverables include
- A data capability to identify rolling RTM opportunities eg
- RTM digital solution qualified and launched
- Test & learn Summarized and shared for any RTM experiment eg Eleme, Gifting APP, occasion based platform etc..
  Solution for Econtent governance for RTM needs

Tick most relevant boxes to reflect normal features typical of the job

Strategic Responsibility

Provide details of the level of responsibility the role has for setting strategy:

☐	Has no strategic responsibility.
X	Implements business plans through own team.
☐	Creates business plans and significantly inputs into divisional strategy.

Problem solving/ Issue Resolution

Please provide details of the complexity of issues faced in the role:

☐	Consists of a number of straightforward tasks that require common sense and/or basic judgments.
☐	Works within well-defined parameters and following precedents, requiring the selection of appropriate alternatives from defined options.
X	Requires reasonable concentration and attention to detail in making judgments, based upon the analysis of factual information in straightforward situations.
☐	Covers a wide range of activities that require evaluative judgments based on the analysis of factual and qualitative information in complicated and/or novel situations.
☐	Covers a wide range of activities that require complex judgments based on advanced analytical thought. Problems often require an innovative approach, based on extensive research.
☐	Covers a wide range of diverse activities that require complex judgments and solutions based on conceptual thought and strategic vision and analysis.

MARS
leadership
capabilities

OUR PRINCIPLES IN ACTION

Job Evaluation Template

Decision making

Level of decision making required of the role and on what decisions does it impact?

☐	Little or no requirement for decision making in the job. Clear and well-defined guidelines are available indicating the way in which work should be undertaken.
☐	Latitude to make decisions within established procedures. General guidelines are available which guide the way in which work is undertaken. Role operates within the strategy defined by others.
X	Latitude to make decisions outside of established procedures but within a policy framework. Broad guidelines are available. Role implements strategy set by others.
☐	Latitude to make decisions within the Business strategy guidelines. The long-term business goals are available with few or no policies to direct how job holder works.
☐	Latitude to make decisions within the objectives of the Company. Little guidance is available and role holder is expected to formulate strategy following the objectives of the business. There is a requirement for analysis of factual and qualitative information in complicated and/or novel situations.

Communication

Outline the type of communication skills required:

☐	Common courtesy is required in all situations
☐	Regular exchange of factual information. There may be the occasional handling of awkward contacts.
☐	Information exchange is a significant feature of the job with a necessity to clarify information of a more complex nature. There is a requirement for tact and diplomacy when dealing with others.
X	The job requires the ability to guide, persuade and influence others through the developed skills of communication and diplomacy.
☐	The job requires an extremely high level of interactive listening, in order to negotiate with others often at the highest level.
☐	The job holder must possess a high level of sensitivity to the audience, be able to modify the beliefs and opinions of others, and negotiate with significant latitude for the final outcome.
☐	The job holder is a convincing and persuasive communicator that represents a directorate and influences strategic decisions at board level.

Innovation

To what extent role contributes to and manages change, e.g. suggests improvements to products/processes?

☐	Contributes useful ideas and displays a willingness to adapt and respond to change. Makes suggestions as to how to improve own work area.
☐	Regularly identifies areas for improvements to existing procedures and quality within own work area. Demonstrates enthusiasm when implementing the ideas of others.
☐	Seeks ways of improving and adapting day to day departmental activities and will actively seek authority to implement them.
X	Develops new and adapts existing processes for increased quality and efficiency whilst encouraging others to seek new ideas/solutions to day to day problems. Will be responsible for implementing these.
☐	Is proactive in developing ideas and encourages others to take risks in order to improve quality and efficiency in their own work areas. Continuously searches for improvements in techniques which add value to the business and has full responsibility and accountability for implementing these situations.