

| Job Description – Business Head | |
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| Job Title: Business Head - Retail Products | Grade/Level: Business Head |
| Reports to: CEO/ Managing Director | Location: Bengaluru |
| Industry: Personal Care/Beauty/ Wellness/ Retail / E-commerce | Reportees: Marketing Manager, Operations Executive, Logistics & Warehouse Manager |
| <p>Job Purpose:</p> <ul style="list-style-type: none"> ● Primary role includes orders and revenue generation on online, marketplace channels and offline channels with a P&L responsibility. ● Responsible for end-to-end e-commerce and retail operations & strategy including - defining & driving brand strategy, financial planning, budgeting, analytics and reporting, customer acquisition & retention, logistics, supply chain, warehousing, marketing & advertising. ● Responsible Market Research & Market Development activities for existing products and new products launches. ● Responsible for overall customer experience ecosystem and consumer experience for company. | |
| <p>Key Elements of the Role</p> <ul style="list-style-type: none"> ● Directly responsible for defining and driving the strategy for company's retail channels in order to achieve sales objectives, within the profit targets. ● Full responsibility for retail P&L, Financial Planning, Budgeting, Analytics and Reporting. ● Ensure alignment with company lounge marketing strategy and activation plans. ● Maintaining the 'Top Management' Sales & Marketing related Product Offtake & Expenses dashboard reporting format which represents the approach to ensure decision making, information dissemination and 'on the same page' of internal/external team members involved in each activity that affects the retail business. | |
| <p>Brand Marketing and Sales</p> <ul style="list-style-type: none"> ● Build marketing & sales strategy for company online, marketplace & offline channels to achieve organisational sales targets. ● Bring in operational efficiency across company operational touchpoints to reduce cost and increase bottom revenue. ● Actively Monitor and Drive campaigns for company website and marketplaces to increase top of mind salience, visibility and sales. ● As a Brand Custodian ensure consistency of company branding in how it looks and communicates across all touchpoints and ensure strict adherence to brand guidelines. ● Manage the day-to-day operations and liaison with internal stakeholders, external agency partners and design/communication resources to ensure high-quality, on-time brand communications is delivered. (Social Media, Mainline Branding, PR, Influencer Outreach Agencies and Other Vendors/ Partners.) ● With the internal marketing team and creative agency, responsible for product packaging change, catalog change for existing products or new product launches. | |
| <p>Consumer Experience</p> | |

- Responsible for brand-related consumer research activities required, manage and report on brand-related metrics.
- Leveraging the CRM platform to optimize customer lifetime value. Enhancing the CRM database to improve the knowledge of customer product preference. Use across online channels through innovative strategies and tactics designed to acquire, retain, reactivate and reward consumers across all segments.
- Responsible for flawless customer ordering experience with continuous improvements to UI and UX on Website, Toll Free, Marketplace partners and all customer touch points.
- Work with performance marketing agency to drive new users to the website, build top of funnel customer acquisition channels, drive conversion rate optimization, reduce ACOS, CAC and increase ROAS as per pre-defined business metrics.
- Competition monitoring and benchmarking with respect to marketing campaigns and sales strategies.
- Review customer feedback and marketplace health, updating processes as needed.

Logistics and Warehousing

- Alignment of inventory demand, and sales plan through accurate forecasting of logistics and supply chain.
- Strategically align with operations and tech verticals to deliver best possible customer experience with minimal pre-defined escalation matrix.
- Accountable for on-time product delivery within the stipulated delivery timing.
- Responsible for operational/ process efficiency and manpower availability at warehouses for last mile delivery.

Business Development & Offline Sales

- This role will be very flexible and the incumbent is expected to interact with the rest of the team in a proactive manner to ensure the CEO is supported adequately as needed to take Sales & Business Development related decisions.
- Significant role in planning all activities with direct, indirect and online channels leading to launch – including shortlisting of promotional space, hiring of promoters and conducting both Sales & Promotional activities..
- Will be expected to deliver on Sales targets and exceed them by proper planning and executing with all channel partners within Cost Budgets, as decided by the management from time to time.
- Delivery of Topline Sales Results as per timelines in the overall product launch schedule.

Product Development / R&D

- Develop consumer, shopper, customer and channel understanding to translate into insights for product development.
- Analysis market trends, consumer preferences and competition benchmarking to provide insights to the CEO and management team.
- Work closely with the Production team and R&D team to ensure production schedules are in line with business requirements.

Tech Operations

- Efficiently utilize the Order Management System, CRM, Product Management System to ensure smooth operations.
- Work with technology agencies to ensure on time tech fixes and smooth functioning of all tech assets of company including website, CRM, ORM software's.

Day To Day Activities Include (for Business Head along with the team) but is not limited to the below:

- **Budget management:** Own the marketing budget and efficiently use it to improve ROI and optimise campaigns over a period of time.
- **Reporting:** Rigorous monitoring and timely reporting is expected, for all activities and campaigns being executed. The metrics for reporting will be pre decided mutually.
- **Marketplace Partners:** Coordinate with partners to participate in campaigns, offers, activities, workshops, events to increase viability, brand discoverability and finally improve sales.
- **Social Media Management:** Create and drive the content calendar and social media calendar with the social media Agency in line with the brand requirement.
- **Influencer Outreach:** Coordinate with the Influencer Outreach Agency to select, filter and partner with influencers and brands.
- **Customer Reviews:** Track and explore ways to increase the customer reviews across channels.
- **Customer Care:** Work with our call centre and customer care associate for monitoring customer experience, customer satisfaction and also for out calling customers for post sales service.
- **PR:** Work directly with publications or with our PR agency for driving the PR strategy for the brand.
- **Events:** Coordinate, plan and make available marketing materials for any sales and marketing events
- **Marketing Collaterals:** Delivery of additional marketing elements like Sales & Promotional Kiosks, Collateral like posters, banners, pamphlets, standees as well as digital elements like ads, for specific channels like FB, Pinterest, Instagram and other such vehicles that are prevalent at any point of time from the launch to post launch periods.
- Ensuring **Proper documentation** like legal agreements, contracts, LOIs are signed on time by coordination between the relevant internal team members as well as distribution channels, complying with and ensuring that they are within internal approvals and no over-commitments are made.

Educational Qualifications

A Graduate with PGDM/MBA preferred from a 1st or 2nd tier Management Institute/University in India or Abroad, with interest / orientation in leading sales for retail organisations and excellent track record in heading Sales, Marketing and Operations. Preferably in E-commerce at a small to mid-sized business.

Work Experience:

8-10 Years in handling Sales, Operations, Marketing, preferably in the Ecommerce Space with exposure to end-to-end Retail operations for a similar brand or start up or industry launched and sold across Digital, Modern Trade & General Trade related channels.

Knowledge on E-Commerce, Retails operations, Advertising (digital & traditional) and other performance marketing metrics is critical.

The Candidate should currently be in a relevant profile and reporting into senior management up to the level of DGM/GM/VP in a mid-sized FMCG / Cosmetics / Beauty / Healthcare product sales company.

A Female candidate from the beauty/ wellness / personal care industry in the ecommerce space is preferred.

How to apply

Interested candidates can mail their detailed resume at contact@peopable.co.in **(Please mention the position name in Subject)**