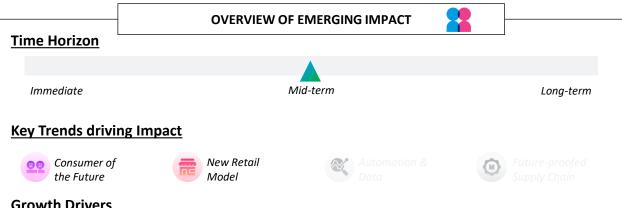
Alternative titles: 0-2-0 Specialist, Ecommerce Specialist



## **Growth Drivers**

- Rise in digital purchases: The surge in internet traffic, introduction of new technology and availability of e-commerce drive consumers to shift towards online purchases. To ensure that there is a seamless customer journey, developing an Omni channel strategy is essential for retail businesses
- Changing Customer Experience: Customers are increasingly hyper-connected and informed through social networks and online communities. There is an expectation of a more customer-centric approach and increased personalisation and tailored shopping experience



## **KEY RESPONSIBILITIES**

The Omni-Channel Manager is responsible for integrating businesses and teams across digital and physical channels of retail, both organically and in new markets, by planning and implementing projects, initiatives and elevating key decisions in line with the company strategy.

The Omni-Channel Manager ensures brand promises and experiences are consistent across digital and physical sales channels, collaborating with marketing, merchandising, retail operations and logistics teams to drive processes that cope with online and offline sales fulfilment.

Critical Work Function	Key Tasks
Embed Customer Centricity	<ul> <li>Develop and report on meaningful customer engagement, voice of customer and other metrics to measure progress and impact</li> <li>Implement ways to improve consistency of customer experiences across various engagement and sales platform</li> </ul>
Execute Omni- channel Strategies	<ul> <li>Partner with internal stakeholders to successfully deliver and roll-out omni solutions across channels</li> <li>Communicate relevant metrics to track success of commercials and identify areas of opportunities to optimise performance</li> </ul>

Critical Work Function	Key Tasks
Drive Omni-channel Strategies	<ul> <li>Develop O2O (Online-to-Offline) strategy and roadmap based on analysis of customer's interactions and behaviours on online and physical stores</li> <li>Drive implementation and integration of Omni channel model to elevate customer experience</li> <li>Lead strategic projects that will drive the business towards full omnichannel capabilities</li> <li>Oversee the selection and roll-out of innovative technology and solutions that increase efficiencies and experience across various channels</li> <li>Identify dependencies and collaborate on solution or product design across functions</li> </ul>

Key Skills and Competencies			
Technical Skills and Competencies	Critical Skills and Competencies		
Automated Inventory Control	Communication		
Business Environment Analysis	Problem Solving		
Business Risk Assessment	Digital Fluency		
Communications Channel Management	Collaboration		
Customer Feedback and Relationship Management	Adaptability		
Customer Relationship Management			
Data Analytics			
Data Mining and Modelling			
Database Administration			
Delivery Optimisation			
Demand Analysis			
E-Commerce Campaign Management			
Functional Analysis			
Market Trend Analysis			
Omni-channel Management^			
Omni-channel Strategy^			
Systems Thinking Application			