

## Manager, Digital Insight

### Role Description:

This role supports Carnival UK's two great brands, P&O Cruises, which has the largest UK market share of cruise holidays, and Cunard, a legendary luxury brand. Both brands are investing heavily in their digital marketing and infrastructure with a move to Adobe.

The purpose of the role is to:

- Maximise the effectiveness of the Digital Insight team in creating the greatest value for the business, by managing resources against priorities in a transparent and planned manner
- Collaborate with the digital marketing teams to help them grow digital's share of bookings in an effective and measured way, taking count of both on and off -line marketing tools
- Acts as a strategic partner across the business - proactively influencing, directing & consulting across varied projects
- Build a strategy that initiates change through the effective utilisation, deployment and communication of Digital & Consumer Insight.
- Aid the Digital Marketing Technology Manager in the development of the digital analytics capability of Carnival UK. Ensuring that the data we generate through our digital channels is leveraged to create value for stakeholders and more importantly, our guests

<b>RUI:</b> (if updating existing JD)	<b>1590</b>	<b>Grade:</b>	<b>CUK07</b>
<b>Directorate:</b>	<b>Shared Services</b>	<b>Reports to:</b>	Director, E-Commerce & Analytics
<b>Function:</b>	<b>Shared Services – Insight</b>	<b>Team:</b>	Digital Analytics & Insight
<b>Direct reports :</b>	<ul style="list-style-type: none"> <li>● Digital Insight Analyst (x2)</li> </ul>		

### Accountabilities:

- Digital Champion: Enable the clear understanding and buy-in of senior management & be a key stakeholder in digital strategy planning.
- Promote the use of digital insight data across the business and how to get the best from it, making recommendations for future activity based on detailed scrutiny.
- Accountable for providing Adobe Analytics training across CUK to drive a culture of self-service, digital data driven decision making
- Manage the Digital Insight team - this role will be responsible for the team's growth, mentoring and development of succession management
- Liaise and develop strong working relationships within CUK's Insight, MarTech & Data Science teams, enabling the team to work on the latest cutting-edge tools to perform data driven insights which directly impact on the brands strategic direction.
- Manage the optimisation of digital marketing, ensuring that our media strategy aligns with the commercial interests of the business - developing our approach to attribution of benefit and tracking customer journeys across channels will be a key element of this, together with a close working relationship with marketing and product team
- Drive the adoption of a test and learn culture across Digital and the wider business.
- Run the governance and prioritisation of test activity and implementation, maximising value of our corporate team through sharing of knowledge and best practice.
- Orchestrating the team to report & analyse the digital trading cycle, from both a Ticketed and On Board Revenue perspective, striving to better understand who our customers are and how they interact with our digital presence.

- Implementation of forecasts, monitoring and reporting on Digital performance and profiling results versus expectations to provide the business with a clear understanding of the factors affecting digital performance.
- Manage automated alerts to identify potential website risks
- Working closely with each brands' digital development teams to ensure that there is a true and thorough understanding of the impact that site development changes have on our guests (and our digital development roadmaps are grounded in data & insight)
- Accountable for the Digital Insight budget spend, considering the cost impact of all proposals and ensure cost efficiency of all digital insight products and services, to meet commercial objectives
- Maintain a Digital Insight knowledge hub (training, research, case studies and fact sheets, maintaining a reference library linking the research to the decisions).
- Aid in the stewardship of the Marketing Technology stack, ensuring data collection, delivery & principles are fit for purpose. Including close coordination with our global sister brands, adhering to our agreed governance structure
- Be a trusted advisor for any Insight team's key stakeholders and leadership. Manage and prioritise stakeholder expectations, incoming digital insight requests and of the digital activity pipeline.
- Champion the importance of digital across the guest journey; provide visibility of the role of the website in driving offline conversions influencing CRO, UX and digital development roadmaps

#### Health, Environment, Safety, Security (HESS) Responsibilities:

- Lead by example by taking care of the health and safety of yourself and others.
- Report all accidents, 'near miss' incidents and work related ill health conditions to your manager, team leader.
- Follow safety rules and procedures.
- Use work equipment, personal protective equipment, substances, and safety devices correctly.
- Take part in safety training & risk assessments and suggest ways of reducing risks.
- Appoint shore side risk assessment Subject Matter Expert's as required to review and approve risk assessments.
- Actively promote safe working within your team and encourage safe behaviours.
- Demonstrate safety leadership in accordance with our safety leadership behaviours.

#### General Responsibilities:

- Adhere to Corporate Policies and Procedures, including Code of Conduct, Audit Procedures and any control related responsibility for financial data entered, stored, or reported via business systems within employee's control (list not exhaustive).

#### Proven Behaviours:

**Speaks up** - Speaks out about concerns, shares ideas and encourages team to do the same  
**Respects & protects** - Builds relationships and inclusive teams. Safeguards the wellbeing and safety of others. Looks for more efficient and sustainable solutions that protect the environment  
**Improves** - Promotes collaboration and compliance, drives for continuous improvement  
**Communicates** - Talks openly about values and priorities and acts a role model for others  
**Listens & Learns** - Is curious and learns from others opinions and feedback  
**Empowers** - Coaches others and creates an environment where people do their best work

#### Knowledge, Experience and Qualifications:

##### Qualifications – essential:

- A Level – including Mathematics and or a Science or equivalent qualification

##### Knowledge/ Experience – essential:

- Experience leading a Digital Insight/ Analytics team
- Experience of web analytics tools and methodologies (Adobe Analytics and/or Google Analytics)
- Ability to derive novel and relevant insights from data.
- Working knowledge of Python and/or R.

##### Qualifications – desirable:

- Educated to degree level or similar, preferably in a numerical field

##### Knowledge/ Experience – desirable:

- Previous exposure of designing and configuring reports from specifications.
- Experience in using of a data analytics packages, such as MS Excel, SPSS, SAS.
- Experience with a BI Packages, such as Tableau, Power BI.
- Ability to develop and use modelling tools to support strategic decision making.

<ul style="list-style-type: none"> <li>• Strong documentation and knowledge preservation experience.</li> </ul>		<ul style="list-style-type: none"> <li>• Experience of working in a large multi-brand global organisation.</li> <li>• Previous exposure to project environment.</li> <li>• Understanding of Digital Marketing strategies at a channel specific level</li> </ul>		
<b>Issue Date:</b>		<b>Issued by (name):</b>	<b>Ebony Mather</b>	
<b>REWARD ONLY</b>	<b>Grade: CUKo7</b>	<b>RUI: 1590</b>	<b>Date Approved: 15/11/2021</b>	<b>Initials: CM</b>