

# Senior Digital Content Delivery Executive (Cunard)

## Role Description:

The Senior Digital Content Delivery Executive will work with the Digital Content Manager to maintain the digital content roadmap for multiple platforms on an international scale. They will coordinate the content requirements from multiple stakeholders, namely product managers and product owners, and maintain comprehensive project plans to ensure new features and fixes are prioritised and authored by the team within a suitable timeframe. They will also work closely with the digital and platform-based teams to ensure new features, designs and content accurately bring our luxury cruise brand, Cunard, to life across our three core platforms, whilst identifying opportunities to enhance content and our guest journey, while considering nuanced local requirements, across our four key markets (UK, US, Australia and Germany).

Reporting to the Digital Content Manager, the Senior Digital Content Delivery Executive will engage with stakeholders throughout the business to ensure content is delivered in line with the current strategy, brand guidelines and to suitable deadlines and effectively portrays Cunard as a luxury brand. We are looking for this person to work cross-functionally to assess and prioritise tasks that will feed into the functional development of multiple platforms and ensure that the content across the platforms is maintained to the highest level of accuracy and allows for the best possible guest experience across the brand website, My Cunard and My Voyage. The role will also support the wider digital content team with content authoring as required.

RUI:	1841	Grade:	CUK09	Criminal record check required	Not Applicable <a href="#">Criminal Record Check Requirement Criteria &amp; Assessment</a>
Directorate:	Cunard Sales & Marketing	Reports to:		Digital Content Manager	
Function:	Digital	Team:		Cunard Digital	
Direct reports:	<b>Job Titles &amp; Level</b> <ul style="list-style-type: none"> <li>Digital Content Assistant (CUK 15)</li> </ul>				

## Accountabilities:

- Work with the Digital Content Manager to feed development and Ecommerce requirements into the Digital Content roadmap and maintain comprehensive project plans to cover programme launches and development releases across the brand website, My Cunard and My Voyage.
- Work with development and eCommerce teams, providing content in support of development roadmaps and new functionality, ensuring the team has the tools to create engaging content for our guests and create a digital experience reflective of a luxury brand.
- Work with the Development teams to request and prioritise front-end and back-end changes to help support content work-stream, SEO and user experience. Ensure appropriate documentation is in place for these changes.
- Liaise with key stakeholders and product managers to prioritise and orchestrate digital content delivery, ensuring content portrays Cunard as a luxury brand, designs adhere to brand guidelines and that the team deliver to agreed timelines in support of UAT and site feature launches.
- Own Adobe Experience Manager for Cunard and work as the business expert for the content management system and ways of working with wider business functions (including Revenue Management, Product, Deployment, POLAR).
- Work with the Digital Content Executives to ensure feature development meets the needs and vision of the brand and makes for the optimum guest journey. Support with the authoring of content when required.
- Act as brand quality control for all new features, across all supported markets (UK, US, Australia & Germany) and ensure appropriate action is taken if anything is off-brand or inaccurate.
- Line management of the Digital Content Assistant, including looking after their well-being and personal development, while ensuring all content is accurately maintained for all markets across multiple platforms, ensuring including new cruise programmes are online on time and to a high standard.
- Provide content authoring support to the wider content team to ensure the platforms present inspirational storytelling content.

**Proven Behaviours:**

**Speaks up** - Speaks the truth, shares ideas and raises concerns

**Respects & Protects** - Respects different perspectives and follows procedures to protect others, the environment and safeguard CUK's reputation

**Improves** - Works together with others and keeps up to date with rules and protocols

**Communicates** - Is open, trustworthy and speaks honestly and with clarity

**Listens & Learns** - Learns from experience & others, looks to continuously develop

**Empowers** - Shows energy and enthusiasm, supports others and shares ownership of tasks

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

- 'Respect and protect' the health and safety of yourself and others
- Speak up and report all accidents, 'near miss' incidents and work-related ill health conditions to your manager
- Work to HESS rules and procedures by following the HESS Golden Rules
- Use work equipment, personal protective equipment, substances, and safety devices correctly
- Take part in safety training & risk assessments and suggest ways of reducing risks

**General Responsibilities**

- Adheres 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).
- Undertakes ad hoc duties as required.

**Scope:**

The Senior Digital Content Delivery Executive will be the key point of contact for our platform development teams, who work to develop and fix features across our brand website, My Cunard (pre-cruise platform) and My Voyage (onboard app) across our key markets (UK, US, Australia and Germany). This role will work with the development teams to understand what output is needed from the digital content team, ensure key development projects align with the Cunard brand strategy and assess whether proposed timelines are realistic when prioritising tasks against other key pieces of work that the digital content team are responsible for.

**Problem solving:**

Ability to prioritise quickly, effectively and clearly; identifying when the volume of work exceeds team capacity and communicating mitigating actions appropriately. Deciphering technical conversations and navigating Adobe Experience Manager (AEM) to create and fix content are also key requirements for this role.

**Impact:**

Output highly visible to guests. Helping to run the 'shop window' of Cunard and deliver smooth end-to-end journey

**Knowledge, Experience and Qualifications required:****Qualifications – essential:**

- N/A

**Knowledge/ Experience – essential:**

- Experience of working cross functionally with multiple stakeholders.
- Experience working on multiple projects simultaneously.
- Experience working with a CMS to create web pages.
- Customer-focused in approach to web page creation and content curation.
- Ability to strategically prioritise.

**Qualifications – desirable:**

- A-level English
- Degree-educated.

**Knowledge/ Experience – desirable:**

- Working across international websites.
- Working on mobile optimised sites.
- Working with JIRA and/or AEM.
- Travel industry experience.
- Experience of the over 50s market.

**Issue Date:**

June 2022

**Issued by:**

Hayley Frith, Digital Content Manager

**REWARD ONLY****Grade:** CUK09**RUI:** 1841**Date Approved:** 08/07/2022**Initials:** CM

