

Assistant, Digital Content (Cunard)

Role Description:

The digital team is responsible for driving and maintaining the Cunard digital presence across the entire customer journey. The scope of the team's responsibilities includes managing the content, optimisation and development of the brand website and the content of the voyage-specific portals .

Reporting to the Manager, Digital Content, the Digital Content Assistant plays a vital role in maintaining the accuracy and quality of new and existing content and features on the brand website; using software to help identify and resolve broken links, making requested content updates that come in from the wider business and our SEO agency, and authoring new site features in the Adobe Experience Manager (AEM) CMS, in support of the development team.

The Digital Content Assistant acts as the primary Cunard author for all new site features being developed by the cross brand development team, supported where required by the Digital Content Executive. Identifying issues with how content is to be authored and acting as the Cunard brand guardian using their exceptional attention to detail to ensure adherence to Brand standards and guidelines.

The scope of responsibility includes (but is not limited to):

- Use SiteImprove and Usabilla to identify issues with the content or functionality of the site.
- Use AEM to directly fix small issues, or inform the Digital Content Manager for bigger items.
- Regularly check all of the sites in our supported markets (UK, North America, Australia and Germany) to ensure they meet the Cunard standards.
- Ensure all authoring is done in a timely manner to support the development process of new site features.
- Carrying out any content updates to the site in support of improved SEO (e.g. Updating metadata and alt text).
- Supporting the Digital Content Executives in building or updating content pages on the website.

RUI:	1875	Grade:	CUK15
Directorate:	Cunard	Reports to:	Senior Digital Content Executive
Function:	Cunard Marketing	Team:	Cunard Digital Marketing

Accountabilities:

- Ensure all content is authored to the highest standard, identifying and resolving issues as appropriate.
- Work flexibly with the wider Adobe team to ensure work is delivered to agreed timelines in support of UAT and site feature launches.
- Act as brand quality control for all new features, across all supported markets (UK, US, Australia & Germany) alerting the Digital Content Manager if anything is off-brand or inaccurate.
- Support the SEO of the website by undertaking assigned content tasks.

Provide support to wider digital content team as required.

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).
- To undertake ad hoc duties as required.

Scope:

Problem solving:

- Identify potential issues with the new site features and report them to the testing team and the Digital Content Manager.
- Identify when a problem should be raised to the original author and when it is better to resolve the issue directly; with the guidance and support of the Digital Content Manager.
- Monitor reporting software (SiteImprove, Adobe Analytics, Usabilla, Mouseflow, Google Search Console) and feed any observations into Digital Content Manager for consideration.

Impact:

- Output highly visible to guests. Helping to support the 'shop window' of Cunard. Ability to meet deadlines will enable wider development team to achieve their goals, and a keen attention to detail in this role will uphold Cunard's commitment to taking care of the details.

Leadership:

- No direct management required.

Demonstrable Behaviours:

- Puts the customer at the heart of every decision.
- Strong communicator in all its forms across all levels of the organisation.
- Focused on prioritising the right things and planning to ensure success.
- Decisive, 'can do' attitude whilst maintaining a clear focus on problem solving and seeing action through to delivery.
- Innovator who can develop new ideas and ways to improve the service we offer.
- Strong team player.
- Approaches change with a positive outlook, identifying the potential opportunities presented.
- Tenacious, with an ability to challenge.
- Exceptional attention to detail and grasp of the English language.
- Able to work to tight deadlines and under pressure.

Knowledge, Experience and Qualifications:

Qualifications – essential:

- None.

Knowledge/ Experience – essential:

- Experience working with a CMS to create web pages.
- Customer-focused approach to web page creation and content curation.

Qualifications – desirable:

- A-Level English Language.
- Degree educated.
- Fluent in German.

Knowledge/ Experience – desirable:

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

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05/07/2021

Issued by:

Hayley Frith, Digital Content Manager

REWARD ONLY

Grade:

RUI:

Date Approved:

Initials: