

Job Description

Senior Executive, eCommerce (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 brand website content, optimisation and development.

The Ecommerce Senior Executive leads our Ecommerce team to build personalised and optimised, trading, merchandising and campaign activity on the brand websites, which will enable us to achieve our ambitious growth plans on an international scale across Cunard's key markets of the UK, North America, Australia and Germany.

They will own the conversion rate optimisation (CRO) roadmap, working closely with their P&O Cruises counterpart to maximise efficiency. They will also provide operational and creative leadership to the way campaigns are handled on the site, as well as working cross-functionally with the wider digital and marketing teams.

They must possess powerful communication skills in order to influence at all levels of the organisation and collaborate successfully with both internal and external partners

RUI:	1932	Grade:	CUK09
Directorate:	Cunard	Reports to:	Senior Manager, Digital Marketing Experience
Function:	Cunard Marketing	Team:	Cunard Digital Marketing Experience
Direct reports :	Job Titles & Level <ul style="list-style-type: none">• CUK15 – Assistant, CRO & Personalisation• CUK10 – Executive, Digital Campaign & Merchandising		

Accountabilities:

- Own the CRO roadmap, working collaboratively with P&O Cruises colleagues, and with support from Senior Manager, Digital Marketing Experience.
- Work closely with P&O Cruises counterparts, and Cunard CRM, OBR, Content and Acquisition teams, to ensure efficiency of activity and consistency of guest experiences across all touchpoints.
- Manage internal customer expectations and work with stakeholders to build effective communication and networks.
- Manage the commercial and business relationship with key stakeholders in terms of test & learn activity • Continually improve the online customer journey for optimum engagement and conversion • Influence key stakeholders through compelling insights and effective presentation of results • Provide support to wider Digital team as required.
- Co-manage the external CRO agency, ensuring work remains within allocated budget.
- Co-own the prioritised backlog of work coming from the CRO programme, that will serve to improve conversion rate and wider site performance.
- Develop merchandising, trading, personalisation and optimisation across the site to help drive e-commerce conversion and lead generation.
- Improve buyer experience, maximising on-site and in-basket conversions.
- Collaborate with CRM team to develop and optimise follow-up email communication strategy to improve cross-sell and up-sell conversion rates, as well as abandoned-basket chasing.
- Support online marketing channels, including PPC, SEO, social and email.
- Develop and implement a continual improvement strategy to optimise checkout funnels and to reduce the abandoned-basket rates.
- Lead the introduction and rollout of a test-and-learn culture within the wider Cunard team.

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).

Scope:

Problem solving:

- Ability to prioritise effectively and clearly, using analytics and insights to identify which optimisation, merchandising and personalisation activities are most likely to give desired strategic and tactical results. Maintain fine balance between brand values and commercial effectiveness.

Impact:

- Output highly visible to guests; manipulating the 'shop window' of Cunard to give the optimal guest experience. Area of high visibility with significant investment and resultant interest from senior stakeholders.

Leadership:

- Direct team management of small but busy team, responsible for all of their personal and career development support, as well as day-to-day administrative duties.

Demonstrable Behaviours:

- Guest and customer centric approach, passionate about enhancing the service being offered across the team.
- Strong communicator in all its forms across all levels of the organisation.
- Focussed 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.
- Approaches change with a positive outlook, identifying the potential opportunities presented. Tenacious, with an ability to challenge.

Knowledge, Experience and Qualifications:

Qualifications – essential:

- N/A

Knowledge/ Experience – essential:

- Knowledge of UX concepts and best practice
- Strong people management skills.
- Experience in planning and implementing CRO programmes.
- Ability of working on multiple projects simultaneously.
- Extremely high standard of written English.

Qualifications – desirable:

- Degree educated.

Knowledge/ Experience – desirable:

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

Issue Date:

Nov 2019

Issued by:

Liz Weston

REWARD ONLY	Grade: CUKo9	RUI: 1932	Date Approved:	Initials:
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