

Director, Digital – Cunard

Role Description:

Lead role in defining the digital strategy for Cunard, in line with the brand strategy, to inform the technology/digital transformation roadmap, ensure we optimise the functionality of our digital infrastructure and ecosystem to deliver a market leading digital experience.

Reporting to the Vice President, Sales & Marketing, you will sit at the forefront of our vision and lead a talented and committed team of professionals covering usability, product development, content management and eCommerce.

Ensuring that the Directorate has a joined-up strategy for and approach to digital whilst building capability, championing best practice and ensuring we’re taking real-time analytics to drive channel performance.

In doing so, take a lead role in delivering improved direct channel profitability, achieving our revenue targets and make it easier for guests to book.

The role covers responsibility for digital in all Cunard markets (websites are currently in UK, NAM, Germany, Australia).

RUI:	1972	Grade:	CUK Level 5	Criminal Record check required:	Not Applicable
Directorate:	Marketing and (UK) Sales	Reports to:	VP Marketing and (UK) Sales - Cunard		
Function:	Cunard	Team:	Digital		
Direct reports:	Job Titles & Level <ul style="list-style-type: none"> • Manager, Product Website • Manager, Digital Content • Manager, eCommerce 				

Accountabilities

The role covers responsibility for digital in all Cunard markets (websites are currently in UK, NAM, Germany, Australia).

Strategic Leadership

- Take the lead on defining rolling 18-month digital strategy for Cunard
- Role model collaborative working across stakeholders
- Identify and establish a prioritised roadmap of development to deliver commercial targets and brand vision and associated product and service development roadmap
- Provide vision, direction and leadership to direct reports and wider digital resource
- Deploy excellent project management and change management skills, championing organisational effectiveness and automation
- Identify, develop and implement business improvement initiatives
- Work effectively with Sales, Marketing, Revenue Management, Customer Contact Centre, IT and the projects team to contribute to shared organisational goals

Digital Delivery

- Brand owner/lead for end-to-end digital experience and prioritisation
- With agreement from the Vice-President Marketing and (UK) Sales establish revenue targets for digital channels to deliver ticketed revenue goals
- Deliver trading calendar and promotional/merchandising strategy for the brand websites to enhance digital touch points with additional and targeted content such as product videos, user generated content to further improve the user experience
- Provide strategic and technical leadership in the design and evaluation of digital platform innovation to deliver a step change to the current digital experience

- Constantly improve the product conversion funnels from landing pages to booking confirmation, with ownership of SEO and CRO programmes
- Ensuring the flow of enquiries from the Cunard website to the Customer Contact Centre (CCO) is optimised to keep a potential booking in a Direct channel
- Develop and monitoring the trading environment to include competitor activity and provide weekly/monthly updates to the business
- Build and develop the online customer acquisition strategy, driving performance of all marketing channels through a detailed and tailored strategy
- Responsible for developing and ongoing management of all content on the website, as the primary 'shop window' to the Cunard brand globally
- Responsible for the content across the pre-cruise site (My Cunard) and on-board Portal (My Voyage) and that these too meet all brand guidelines

Marketing & Promotions

- Work with the Cunard commercial planning functions to define and deliver integrated digital marketing campaign strategies in support of business priorities

Commercial

- Responsible for website revenue targets and conversion metrics, through the effective management and prioritisation of testing, optimisation and merchandising capability
- Work in partnership with Commercial Planning, Revenue Management and Sales Teams to ensure targets and goals are in line with company goals and commercial priorities
- Attend weekly trading meeting to provide market feedback and insight to digital sales performance
- Work in partnership commercial finance report on channel profitability, and make recommendations to improve direct channel contribution
- Take a collaborative approach to working with other sister brands UK/non-UK to capitalise on best practice

People Management / Coaching / Development / Resourcing

- Build a high performing team who are highly engaged, innovative and performance driven
- Provide day to day management coaching and support to the Digital team members, setting individual objectives and targets
- To oversee positive working relationships with internal stakeholders, at all levels, ensuring a culture of engagement, motivation and collaboration is maintained
- Effective prioritisation of team resource and capability in response to business priorities
- Hold regular team communication, review and planning meetings with team to produce monthly reports and stakeholder engagement

Budget Management / Financial Responsibilities / Revenue / Sales / Cost Management / Cost Control

- Ensure rigorous budgetary planning and monthly cost control through effective forecasting and reporting
- Optimisation and effective investment of digital development budget
- Contribute to digital acquisition budget governance to support website conversion targets
- Lead formulation and management of the Team's annual G&A budget

Customer Responsibilities (Internal & External Customers)

- Balance brand and commercial needs whilst championing digital channels
- Define stakeholder accountability RACI to aid collaboration (Technology, SM&B)
- Leverage guest insight and user testing to inform site usability design and prioritisation
- Develop regular reporting on trading and performance KPIs, working directly with the VP, Marketing and (UK) Sales, and presenting performance at board level
- Work with digital agencies (where appropriate) to interpret the brand into differentiated design and user experiences across digital ecosystem i.e. brand websites, My Cunard (pre-cruise/manage my booking) and My Voyage (on board portal/app)
- Build a collaborative working environment between the Digital department and other functions of the business

Technical (including systems) and/or Professional Responsibilities

- Lead effective integration of website/digital channel with booking and inventory system
- Leverage extensive experience of CMS/Adobe Enterprise to deliver ROI
- Hands on experience with SEO/SEM and CRM software
- Manage end to end projects that enhance the customer experience on-site, working with Technology Teams and Product Managers

- To ensure adherence to legal requirements of all business activity and site experiences (e.g. ADA)
- To keep abreast of changes to the digital environment and consumer purchasing behaviour, ensuring Cunard are capitalising on any opportunities that may subsequently arise

Administration Responsibilities

- Creation of clear, concise and timely progress reports for business stakeholders
- To ensure all line management obligations relating to the running of the department are in order

Proven (Carnival UK Culture Essential) 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

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 to support VP, Marketing and (UK) Sales as required.
- Attendance at key industry events and lead representative for Cunard, Digital Team

Knowledge, Experience and Qualifications required:

Qualifications – essential:

- Degree level education or equivalent in advertising, marketing, digital media or equivalent

Knowledge/ Experience – essential:

- Proven management and leadership skills
- Demonstrable commercial acumen and digital strategy at a senior level
- A proven track record of identifying and realising digital opportunities that delivered both incremental sales, whilst maintaining brand integrity
- Strong knowledge of Digital Marketing channels: especially Paid Search, Organic, CRM and Affiliates.
- Experience developing CRM Strategies utilising enterprise level platforms like Adobe or similar.
- Understanding of attribution, platforms and reporting
- Experience working within a large omni-channel organisation.

Qualifications – desirable:

- SCRUM/Agile certification

Knowledge/ Experience – desirable:

- Strong existing trade relationships in the travel/cruise industry or a sales/customer service sector
- Thorough knowledge of the culture and dynamics of the above sectors
- Experience of working in the premium mainstream consumer products sector

Issue Date:	June 22	Issued by:	Angus Struthers – VP, Sales & Marketing	
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