

Ecommerce Executive

Role Description (purpose):

To work within the Digital Delivery team, to:

- Contribute to the delivery of online conversion optimisation strategies, working closely with the Ecommerce Manager.
- Support the commercial trading priorities through merchandising and trading updates on the brand website.
- Constantly aim to improve the digital customer journey through conversion optimisation software and analysing user behaviours.
- Work with the Digital team as well as wider business teams in to support the delivery of a consistent digital approach, meeting the needs of P&O Cruises audiences and aligning to the digital roadmap.
- Use tools provided to improve and maintain quality assurance of all website trading and conversion activity.
- Support the wider digital delivery team objectives as required.

RUI: (if updating existing JD)	2117	Grade:	CUK10	DBS check required Y/N:	N
Directorate: (Operating Company where Applicable)	P&O Cruises Sales & Marketing	Reports to:	Ecommerce Manager, NTR		
Function:	Guest Conversion	Team:	P&O Cruises Sales & Marketing		
Direct reports :	N/a				

Accountabilities

Customer Responsibilities (Internal & External Customers)

- Ensure that all website activity is customer-focused and adheres to usability best practice.
- Support and promote the protection of customer's information the business and to ensure HESS is considered at all times.

Technical / Professional Responsibilities

- Use the Adobe CMS and optimisation tools to run conversion driving activity, contributing to digital delivery targets.
- Work with Digital Marketing teams and wider Marcomms, Planning and Revenue teams to support integrated digital campaigns and projects.
- Respond to ad hoc digital trading and testing requests in a timely manner.

Budget / Financial Responsibilities

- Work with and support budget holders to deliver digital activity within budgets.

People / Team Responsibilities

- Support the wider team to deliver projects to tight deadlines and ensure website activity is aligned with other parts of the business wherever possible.
- Build strong relationships with colleagues.
- Contribute to the positive working environment and friendly, passionate team culture.
- Bring ideas and recommendations to the team to help drive the digital roadmap.
- Strive to learn and contribute to the growth and development of the team.

Other Features of Job (travel, hours of work, working conditions etc.):

- Normal working hours: Monday to Friday 9am – 5pm,
- Office based in Carnival House, Southampton or remotely
- Some infrequent travel potential to London.

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/supervisor/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

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).

To undertake ad hoc duties as required.

Scope:

- Working with teams within CUK, multiple external agencies and also working with team members at a global level as part of ABG working functions.

Problem solving:

- Situation: The business identifies a trading challenge or poor conversion performance.
- Task: Research and recommend solutions to solve this problem on the brand website.

Impact (what impact will the role holder have on the team/ department/ function/ stakeholders):

- This role will contribute to the Digital business goals, supporting activity to drive digital revenue share and meet digital guest targets through conversion optimisation & personalisation.
- This role will impact the overall business trading performance by supporting digital trading activity, improving capability of online merchandising and responding to reactive & agile business challenges.

Leadership (what level of management is required, i.e. multiple teams, or small teams) :

- Support & maintain relationships across wider teams within P&O Cruises
- Build collaborative relationships with relevant Cunard role holders
- Build good relationships with CRO & other agencies and external parties

Demonstrable Behaviours (what needs to be demonstrated in 'how' to be successful in the role) :

- Excellent written & communication skills: required for effective communication across teams
- Team working: ability to work well with others and form strong working relationships
- Ability to work under pressure and to deadlines: required for efficient working in a fast-paced environment
- Flexibility & adaptability: showing flexibility when prioritizing & managing workload across a range of tasks
- Analytical thinking & ability to review & analyse data: required for successful analysis of guest behaviours to influence site optimisation and effective trading & merchandising activities

Knowledge, Experience and Qualifications required:

Qualifications – essential:

N/a

Knowledge/ Experience – essential:

Qualifications – desirable:

- Educated to Degree level in a relevant subject.
- Relevant marketing qualifications, e.g. CIM

Knowledge/ Experience – desirable:

<ul style="list-style-type: none"> • Solid experience of contributing to a digital channel project, showing an understanding of working towards targets and proven experience in meeting deadlines. • Proven experience reporting on data and being able to analyse to draw conclusions. • Problem solving and being able to suggest recommendations and bring new ideas when presented with challenges. 		<ul style="list-style-type: none"> • Experience of using a content management system. • Understanding of the online customer journey and how to identify opportunities to improve and optimise. • A creative and imaginative mind-set. • An understanding of testing and personalisation opportunities on brand websites. 		
Issue Date:	20/05/21	Issued by (name):	Nathaniel Sherborne	
REWARD ONLY	Grade:	RUI:	Date Approved:	Initials: