

Ecommerce Manager, Pre-Cruise [Maternity cover, 15 month FTC]

Role Description:

The MyCruise team is responsible for managing, developing and optimising the pre-cruise websites for P&O Cruises and Cunard.

This role will work exclusively on the pre-cruise Ecommerce websites, driving profitable revenue from the sale of Shore Experiences, Spa, Dining, Beverage packages, plus the future roll-out of further products.

The Ecommerce Manager owns all digital merchandising and is responsible for conversion optimisation, plus creating effective trading strategies while preserving and building brand integrity.

This candidate must possess powerful communication skills in order to influence at all levels of the organisation, collaborate successfully with both internal and external partners and solve complex problems through conversion optimisation expertise.

RUI: (if updating existing JD)	2151	Grade: CUK 7	DBS check required	Not Applicable	
Directorate: (Operating Company where Applicable)	Shared Services	Reports to: Director, E-Commerce, Analytics & Data Science			
Function:	Onboard Revenue	Team: Ecommerce, Analytics & Data Science			
Direct reports :	Job Titles & Level <ul style="list-style-type: none">Digital Pre-Cruise Executive [CUK 10]				

Accountabilities

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

- Working collaboratively with On Board Revenue Outlet Managers, Product & Marketing teams, Analytics and Insights teams to understand who, what, why and how guests purchase to help shape the a commercially effective Ecommerce strategy for all outlets and product lines.
- Sets plans to increase our revenue and ability to merchandise by understanding the capabilities and integration of related Adobe platform tools, principally the testing and personalisation capability of Adobe Target and analytics capabilities of Adobe Analytics.
- Working in partnership with the product, content and development teams to continuously improve the website UX.
- Understanding and clearly narrating the impact of merchandising on revenue performance working alongside our Digital Analytics team.
- Delivers a continuous on site testing programme, building a 'test and learn' culture within the team, while promoting the advantages of testing to the wider business.
- Works with Marketing Technology and Content teams to support ambition to offer personalised experiences across multiple audience segments to drive guest satisfaction and revenue success.
- Searches for new cross-sell and up-sell opportunities, and explores innovative ways to increase conversion.
- Supports the development of the Ecommerce Product Management platform (Hybris) to leverage a range of promotional levers to drive product conversion.
- Monitors KPIs and identifies areas in need of improvement or ripe for a fresh approach.
- Understands and influences the development roadmap in order to leverage and bring about new strategic functionality and features to develop the website's trading toolkit.
- Manages agency relationships and budget spend effectively against strategic roadmap, reporting identified risks to spend and phasing to reporting manager.

- Applying advanced communication skills to influence at senior levels of the organisation and collaborate successfully with both internal and external partners.

Analytics & Optimisation

The role requires an excellent ability to gather, interpret and communicate technical and business-critical data specifically to our trading, finance and commercial teams. The role will :

- •Develop detailed reporting for overall and specific web performance using digital analytics data
- •Use related data sources including marketing performance & attribution data, finance and business trading reporting and brand data such as Net Promoter Score
- •Work with key stakeholders to develop test & learn plans to drive revenue via pre-cruise product ranges and improve digital guest experience

Customer Responsibilities (Internal & External Customers)

- • 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 merchandising performance and platform optimisation activity
- • Continually improve the online customer journey for optimum engagement and conversion
- • Influence key stakeholders through compelling insights and effective presentation of results

Health, Environment, Safety, Security (HESS) Responsibilities

- Lead by example by taking care of the health and safety of you 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 Experts 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:

Problem solving:

- Analytical thinker
- Ability to analyse data and draw conclusions, making recommendations as appropriate
- Results-focused
- Numerical with a high level of competency in managing budgets
- Ability to produce reports using a range of statistical data
- Empathy with users and target audiences
- Project management skills
- Excellent administrative, multi-tasking and organisational skills
- High standard of written English
- Excellent time management and prioritisation
- Able to analyse opinions and quickly form a decision based on sound judgement
- Able to analyse sources of data and identify trends / make recommendations based on insight
- Identify new ways of doing things, and approach situations with an open mind

Leadership (what level of management is required, ie multiple teams, or small teams) :

- Small team, one direct report

- Indirect leadership, influencing, negotiation and stakeholder management required across multiple teams throughout the business
- Strong commercial acumen
- Puts the customer at the heart of every decision
- Excellent communication, negotiation and influencing skills
- Diplomatic and considerate of other people's perspectives
- Strong team player
- Tenacious and not afraid to challenge
- Approaches change with a positive outlook, identifying the potential opportunities presented

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

• Self Mastery

Is direct, truthful and widely trusted. Reflects on how their approach & behaviour impacts others. Learns from experience, feedback & takes action to continuously improve. Faces difficult issues and provides support and feedback to others to do the same.

Improve & Innovate

Makes progress & remains calm when facing uncertain situations. Seeks to understand both internal and external customer needs to inform actions. Identifies & implements useful ideas that are new, better and enhance guest or people experience. Takes creative ideas then puts them into practice.

Engage & Empower

Invites input & shares ownership and visibility. Seeks to understand different perspectives and cultures. Treats everyone as an individual, safeguards colleagues and teams Wellbeing. Coaches others & creates an environment where people do their best work.

Accountability & Commerciality

Displays a can do attitude in good and bad times. Follows through on commitments. Takes personal responsibility for decisions, actions and failures. Seeks to understand the commercial impact when making decisions.

Inspire & Achieve

Seeks to makes sense of complex situations. Keeps an eye on the future and identifies the impact on team. Communicates with energy and engages the team. Shows a clear connection between company goals and individual's aspirations & targets

Knowledge, Experience and Qualifications required:

Qualifications – essential:

N/a

Knowledge/ Experience – essential:

- Experience in a retail or travel Ecommerce, trading and online conversion optimisation role
- Able to problem solve using digital conversion expertise & excellent understanding of online guest behaviour
- Proficient with analytics tools
- Planning, prioritisation and delivery focused

Qualifications – desirable:

N/a

Knowledge/ Experience – desirable:

- Knowledge of analytics packages ideally Adobe Analytics
- Experience of conversion optimisation testing software ideally Adobe Target
- Experience of influencing at a senior level
- Building close working relationships with internal teams and managing external agencies
- Travel industry experience

Issue Date:

Issued by
(name):

REWARD ONLY

Grade:

RUI:

Date Approved:

Initials: