

Email Executive, Guest Journey Mapping

Role Description (purpose):

The Guest Nurture team are responsible for creating, delivering and maintaining the P&O Cruises customer relationship marketing strategy to strengthen guest relationships, increase loyalty and grow customer lifetime value (CLTV). The role of the Email Executive, Guest Journey Mapping is to be a key stakeholder in the planning and to deliver the creative and innovative email designs for all of our guest journeys. You will be responsible for understanding guest insight available to you and using this alongside your email design knowledge to create bespoke communications that drive a change in guest behaviour and drive engagement and bookings. You will also be responsible for measuring the emails success against set KPI's and using this insight to optimise future creative decisions.

You will be passionate about guest data and utilising this insight to develop and improve our guest communications to deliver the best possible end to end journey to create a seamless guest experience.

RUI: (if updating existing JD)	2758	Grade: CUK10	DBS check required	Not Applicable
Directorate: (Operating Company where Applicable)	P&O Cruises	Reports to:	Manager, Guest Journey Mapping	
Function:	Guest Nurture	Team:	Sales & Marketing	
Direct reports :	Job Titles & Level • N/A			

Accountabilities

This role will require you to be able to build, design, send and report on email communications through our email platform Adestra. You will also be required to make basic data selections to be used for email communications.

Main accountabilities:

- Design and build HTML customer facing, mobile optimised emails to support our commercial and brand objectives
- Redesign and optimise emails based on insight from performance
- Support the planning of guest journeys working with key agency and Guest Journey Mapping team
- Champion and lead a targeted approach and personalisation in our email communications to build one to one relationships with our guests
- Use our email service provider Adestra and our CRM marketing d/base to make selections and send communications
- Monitor analytics and improve email communications in conjunction with other insight to constantly improve
- Support the development of the a test and learn plan across all journeys delivering to a planned roadmap
- Ensure all emails are guest focused, well designed and adhere to brand guidelines and email best practice
- Conduct thorough QA testing on each communication
- Brief studio on email objective and request copy requirements
- Facilitate sign off and stake holder feedback for communications
- Proofread email communications to ensure on brand and information is factually correct

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
- Take accountability for understanding the specific rules around GDPR and what this means for contacting guests

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:

- This role will require an individual who can solve challenges when they arise around email design and personalisation. Our CRM data is not always fit for purpose so you will need to work with the Insights teams and the agencies to find alternative ways to deliver personalisation to our guests.

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

- Vital in supporting the Revenue Management team and OBR team in driving specific communications to deliver against the set revenue targets
- Will work closely with the other guest facing departments such as contact centre and p/ship team to ensure email communications are guest centric
- Representation of Guest Journey Mapping team in various internal and external stakeholder meetings

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

- Responsible for some project managing the email communications end to end. There will be a requirement to work across multiple teams.
- Will manage smaller project work across multiple stakeholders

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

- Responds well to pressure, and remains calm
- Keeps abreast of commercial priorities and be able to prioritise workload accordingly
- Confident in expressing views in order to influence colleagues, clients and senior management
- Prepared to challenge in a constructive manner
- Organised and able to solve problems in a logical way
- Open to feedback and guidance
- Committed to delivering on time, no matter what it takes
- Is involved, interested and approachable
- Team player, yet able to work on own initiative
- Accepts and welcomes responsibility
- Excellent communicator at all levels
- Project management skills
- Excellent attention to detail

Knowledge, Experience and Qualifications required:

Qualifications – essential:

- Good A-Level Minimum
- Strong PC literacy skills –, spreadsheets and presentations

Knowledge/ Experience – essential:

- Previous experience of building, designing and sending emails
- Working with an agency
- Understanding of journeys and triggers

Qualifications – desirable:

Degree and /or marketing qualification

Knowledge/ Experience – desirable:

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- Knowledge of cruising

Issue Date:

19 April 2021

**Issued by
(name):**

Lucy Guy

REWARD ONLY

Grade: CUK10

RUI: 2758

Date Approved: 07/05/2021

Initials: AW