



CARNIVAL UK

Job Description

Job Title:	Digital Marketing Manager (Cunard)	
Department:	Marketing	
Reporting to (Job Title):	Senior Manager, Campaigns	
No of Direct Reports:	1	
Titles of Direct Reports:	Digital Marketing Junior Executive	
Size of Department:	20	
Budget Responsibility:	c £1M+	
Date of issue:	February 2019	
Issued by (name):	David Jones	
HR Use Only		
Job Band:	Grade: 7?	Salary Code:

Role

The Digital Marketing Manager is responsible for our digital marketing performance. This includes optimising the planning, forecasting, delivery and reporting of digital marketing to acquire new and repeat guests to drive direct bookings.

The role will report directly to the Senior Manager, Acquisition, and will be the primary in-house resource driving our digital marketing performance, responsible for leading the Digital Marketing conversation in business-critical meetings with the wider marketing team and key business stakeholders.

The Digital Marketing Manager will work with our appointed agency and in-house resources to plan and manage media across Paid Search (PPC), Organic Search (SEO), premium affiliates, Lead Generation, online brand Display, online content distribution, native content, online direct response Display, Organic Social Media and Paid Social Media.

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

Acquisition channel planning, management and optimisation

The Digital Marketing Manager supports all elements of digital acquisition marketing including Paid Search (PPC), Organic Search (SEO), Affiliates (lead generation), online Display and Social Media.



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Within these channels, they are working with our appointed agency resource to deliver strategic media planning, implementation, ongoing optimisation and reporting. Within this role, they must have an overarching view of the customer's conversion journey and make media spend investment decisions based on analytics data, business objectives and the strategic vision.

The role holder will be expected to liaise with other areas of the business including Finance, Marketing Communications, Brand Planning and CRM to deliver an integrated omnichannel 'one-budget' approach.

Social Media

- Overseeing both paid and organic social media marketing.
- Developing and defining the place of Social Media within the wider business approach.
- Working with the Customer Insights team to show the value of Social Media within the customer journey.

Paid Search (PPC)

- Overseeing the Paid Search marketing.
- Developing working relationships – either directly or via our appointed media agency - with the major media suppliers (e.g. Google) to access beta-tests, gain market insights and aim towards best-in-class search marketing.
- Constant refining of the Paid Search approach and its place within the Search Marketing mix.

Organic Search (SEO)

- Overseeing the Organic Search marketing.
- Liaisoning with the website content and development teams and agency resource to transform the site's performance within organic search.
- Communicate effectively to the wider business the strategic and tactic opportunities within SEO.

Display

- Overseeing the Online Display marketing
- Recreating the business' wider marketing Creative in engaging and compelling media formats.
- Forming productive digital media partnership (such as with the Telegraph and the Mail Online) .

Affiliates

- Overseeing the Digital Affiliates marketing
- Forming new Affiliates partnerships (directly or via our appointed media agency) and driving cost-efficiencies with existing partners.
- Liaisoning closely with Finance teams to properly account and declare Affiliate activities.

Budget planning and management

An essential part of the role will be planning, forecasting, reviewing and managing our digital marketing budget. The Digital marketing manager will manage a substantial budget and is responsible for helping to generating significant revenues.

This will include:

- Planning and forecasting budgets and media mix necessary to achieve sales targets at an acceptable cost per acquisition.
- Managing the marketing database to ensure invoices and accruals are processed and align with business requirements.
- Regularly meeting with Finance teams to give a retrospective analysis of spend and future investment forecasts.

Responsibility for Digital Media agency management

The Digital Marketing Manager is the responsible and for the ongoing relationship with Digital Media company. They will drive value generating activities, decide priorities against commercial objectives and troubleshoot issues.

This will include:

- Working with procurement to ensure that the agency is delivering to commercial, relationship and team requirements.
- Giving strategic focus to marketing efforts and ensuring an omnichannel approach.
- Fostering healthy relationships and aligning agencies with internal business teams.

Analytics: Performance management, optimisation and reporting

The role requires an excellent ability to gather, interpret and communicate technical and business-critical data to a broad and senior audience. The Digital Marketing Manager will lead the conversations on improving the business' digital analytics, attribution modelling and marketing effectiveness.

This will include:

- Reporting and presentations
- Providing comprehensive knowledge of advanced analytics systems. Including web analytics, tracking and attribution modelling.
- Using big-data to drive channel optimisation and commercially focused results.

HESS (Health, Environment, Safety & Security) Responsibilities

- Lead by example by taking care of the health and safety of self and others
- Report all accidents, 'near miss' incidents and work related ill health conditions to 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 ship risk assessments
- Actively promote safe working within the team and encourage safe behaviours

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

- Monday to Friday 9am to 5pm although work outside these hours will sometimes be required.
- Location: Carnival UK Southampton Offices with offsite meetings with external suppliers and agencies (usually London).

Experience for the role

Essential

- The experience of managing marketing acquisition activity at a similar level of responsibility including Display, Paid Search (PPC) and Organic Search (SEO), Affiliate programmes and Social Media.
- Accomplished experience of managing significant marketing budgets.
- Evidence of developing relationships with the major digital media suppliers and digital partnerships.
- Strategic omnichannel media planning and ability to work closely with a wide-range of diverse marketing channels.
- Advanced experience of using web analytics, ideally Google Analytics.
- An appropriate digital marketing qualification, relevant degree or significant experience in a similar role.

Desirable

- Travel industry experience, ideally in the over 50's market.
- Experience working in or working with digital agencies.

Skills

- People management, coaching and development, to enable the successful leadership of a growing team.
- Budget management and financial responsibilities for revenue, sales and cost control.
- Technical skills within the digital marketing channels.
- Analytic skills in Google Analytics, bid management and other software.
- Exceptional written and verbal communication skills to senior leaders.
- Strong commercial experience.

Work Based Competencies

Essential

- A thorough understanding of the digital media landscape.
- Strong commercial acumen.
- Strategic and creative thinker.
- Empathy with users and target audiences.
- Project management skills.
- Ability to analyse data and draw conclusions, making recommendations as appropriate.
- Excellent communication, negotiation and influencing skills – particularly with senior stakeholders.
- Computer and digital proficient.
- Exceptional written and verbal communication skills.
- Excellent time management and prioritisation.
- Ability to produce reports using a range of statistical data.
- Numerical with a high level of competency in managing budgets.

Behavioural Competencies

Essential

- Team skills including positivity, friendliness, approachable, hard-working, supportive, eager to see if there's a better way, humble, helping others to succeed
- Puts the customer at the heart of every decision.
- Identify new ways of doing things, and approach situations with an open mind.