

Manager, Digital Content (Cunard)

Role Description:

The digital team is responsible for driving and maintaining the Cunard digital presence across the entire customer journey. The scope of the team's responsibilities includes managing the brand website content, optimisation and development.

The Digital Content Manager leads our digital content team to develop engaging, customer-centric content and web experiences which will enable us to achieve our ambitious growth plans on an international scale across Cunard's key markets of the UK, North America, Australia and Germany.

They will have full ownership of our digital content plan and will provide operational and creative leadership as well as working cross-functionally with the wider digital and marketing teams.

RUI:	1877	Grade:	CUKo8
Directorate:	Cunard	Reports to:	Senior Manager, Digital Marketing Experience
Function:	Cunard Marketing	Team:	Cunard Digital Marketing
Direct reports :	Job Titles & Level <ul style="list-style-type: none"> • CUK10 – Executive, SEO Content • CUK10 – Executive, Digital Content • CUK15 – Assistant, Digital Content • CUK15 – Assistant, Digital Quality Assurance 		

Accountabilities:

- Own website content roadmap.
- Manage time and prioritisation of team activities to deliver against roadmap.
- Ensure other parties are given appropriate notice and support to deliver to required timescales.
- Ensure all content produced accurately reflects the Cunard brand and proposition.
- Manage the personal and professional development of direct reports.
- Identify areas of improvement in website content and work collaboratively with wider content team to deliver.
- Provide support to wider Digital team as required.
- Brief and offer guidance to ensure optimal level of information both to inform and excite our guests.
- Engage business stakeholders to make sure business needs are represented in prioritised work-streams, including working closely with the North American, Australian and German teams.
- Work with the Development and Ecommerce teams to support the development roadmap of new functionality and improvements to user experience.
- Coordinate content (both existing and new) for personalised site journeys, in support of the Ecommerce team.
- Deliver the business calendar of events including promotion of new cruise programmes, ship refits and other events.
- Work across the digital team ensuring the website supports wider campaigns with particular tying in of our social content.
- Own the Content Management System and work with Development team to enable greater functionality and processes.

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, 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:

- Adhere 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).

Scope:

Problem solving:

- Ability to prioritise effectively and clearly, identifying when the volume of work exceeds team capacity and communicating mitigating actions appropriately..

Impact:

- Output highly visible to guests; manipulating the 'shop window' of Cunard to give the optimal guest experience. Area of high visibility with significant investment and resultant interest from senior stakeholders.

Leadership:

- Direct team management of small but busy team, responsible for all of their personal and career development support, as well as day-to-day administrative duties.

Demonstrable Behaviours:

- Guest and customer centric approach, passionate about enhancing the service being offered across the team.
- Strong communicator in all its forms across all levels of the organisation.
- Focussed on prioritising the right things and planning to ensure success
- Decisive, 'can do' attitude whilst maintaining a clear focus on problem solving and seeing action through to delivery.
- Innovator who can develop new ideas and ways to improve the service we offer.
- Approaches change with a positive outlook, identifying the potential opportunities presented. Tenacious, with an ability to challenge.

Knowledge, Experience and Qualifications:

Qualifications – essential:

- N/A

Knowledge/ Experience – essential:

- Experience managing a team.
- Experience working with a CMS to create web pages.
- Experience in planning and implementing content plans.
- Experience working on multiple projects simultaneously.
- Extremely high standard of written English

Qualifications – desirable:

- Degree educated in a relevant subject.

Knowledge/ Experience – desirable:

- Knowledge of SEO concepts and best practice.
- Working across international websites.
- Working on mobile optimised sites.
- Working with JIRA and/or AEM.
- Travel industry experience.
- Knowledge of the over 50s market.

Issue Date:

Nov 2019

Issued by:

Liz Weston

REWARD ONLY

Grade: CUKo8

RUI: 1877

Date Approved:

Initials: