

Job Description

Assistant, Conversion Rate Optimisation & Personalisation (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.

Reporting to the Ecommerce Senior Executive, the Conversion Rate Optimisation & Personalisation Assistant will provide support in the implementation and quality assurance of personalisation campaigns across all four market brand websites. The role will also involve supporting the Ecommerce Senior Executive with quality assurance checks of AB optimisation tests. Attention to detail, adhering to brand guidelines, and a clear understanding of guests is key within this role.

In order to troubleshoot issues and align personalisation activity cross-channel, this role will involve working with the wider digital team, insights team, international teams and optimisation agencies.

RUI:	1931	Grade:	CUK15
Directorate:	Cunard	Reports to:	Senior Executive, eCommerce
Function:	Cunard Marketing	Team:	Cunard Digital
Direct reports:	Job Titles & Level <ul style="list-style-type: none">N/A		

Accountabilities:

- Implement personalisation programme as instructed by the Ecommerce Senior Executive using the Adobe CMS and optimisation tools
- Ensure that all personalised content is authored to the highest standard
- Ensure that all website activity is customer-focused and adheres to usability best practice
- Ensure that personalised content is created with the customer journey in mind, alerting the Ecommerce Senior Executive if conflicts are identified with other channels or planned AB tests
- Support Senior Ecommerce Executive with QA checks of AB optimisation tests
- Use Adobe Experience Manager and Adobe Target to create personalised experiences for key audience segments
- QA personalisation campaigns across device before they are promoted to the live environment
- Work cross-functionally with wider business and external agencies, under supervision from the Ecommerce Senior Executive
- Ensure that all personalised content is aligned with the Cunard brand
- Use tools provided to improve and maintain quality assurance of all website trading and conversion activity
- Use UX tools to analyse behaviours and suggest optimisation improvements

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:

- When the business requires personalised content for a new audience segment on an area of the website that is already being used for personalisation; and there is a concern that there may be a conflict, then report to the Ecommerce Senior Executive.

Impact:

- Identifying conflicts early will allow us to deliver the right content to the right audience at the right time: creating a unique 'shop window' for our guests.

Leadership:

- No direct team management, however expectation to be involved in team activities and responsible for 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:

- An understanding of website behaviours; and how these may differ between audience segments
- Proven experience of working in an environment that requires attention to detail

Qualifications – desirable:

- Degree educated.

Knowledge/ Experience – desirable:

- Working across international websites.
- Working on mobile optimised sites.
- CMS / CRO platform experience
- UAT experience
- A creative and imaginative mindset
- Travel industry experience
- Experience of the over 50s market

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Liz Weston

REWARD ONLY

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Initials: