

eCommerce Performance Specialist

We are seeking an eCommerce Specialist to join the digital team who will be responsible for the day-to-day management of the website and is accountable for onsite performance to deliver a world-class experience for our customers.

This is a newly created role and a great opportunity for the right candidate to join a dynamic eCommerce operation within our digital team. You will be owning the prioritisation of the development backlog based on business performance KPIs and delivering against customer expectations. In order to do this, you will be working closely with teams across the wider business such as IT, Commercial, Marketing, Operations and Finance.

This is a hands-on role in a fast-paced environment where you will be required to use analytics and insights to support day-to-day trading and understanding on site performance. You will use web analytics tools and work with the insights team to monitor performance of all the key elements of the website, understand the success of on-site promotional activities and make recommendations to both the marketing and commercial teams.

This role requires a strong commercial capacity with excellent communication and organisation skills.

Tasks, Duties & Responsibilities:

- You will review on-site behaviour and key customer challenges to help drive the prioritisation of the development backlog. Working closely with teams across the wider business such as IT, Commercial, Marketing, Operations and Finance.
- You will be responsible for monitoring the daily performance of all the key elements of the website (such as payment gateway acceptance, supplier performance, device and application performance by traffic source) and linking this with our eCommerce KPI's and our trading budget.
- You will have a strong understanding of onsite merchandising and trading performance (for example banner clicks, traffic behaviour, conversion triggers etc) which will feed into trading meetings to help decisions around future marketing plans to improve performance growth and ROI.
- Manage landing page development by working with the marketing and commercial teams to improve quality traffic acquisition and content.
- You will be able to produce monthly / quarterly eCommerce and trading status reports by channel depending on senior stakeholder requests such as:
 - Identifying areas of underperformance and develop strategies to improve
 - Monitor traffic levels and web sales performance
 - Device level split reporting
 - Channel split reporting
 - Product split reporting
 - Destination split reporting

- Monitor competitor campaigns and sale trends to ensure our web campaigns and onsite experience is in line with customer / market demands.
- Develop an in-depth understanding of the customer requirements for all product categories, constantly reviewing category growth opportunities and trends.
- You will be responsible for supporting the execution of our promotional plans across desktop, tablet, mobile and app.
- Monitoring the customer journeys on the website to ensure we always drive sales and trade (For example, if any destinations are down or users are not able to book ancillaries etc...)
- You will conduct regular competitor activity reviews across both the travel marketplace and environment to support the digital / product team on building a best-in-class travel website. Based on this you will help fuel further A/B tests to improve site performance.

About you - Alongside the above we are looking for the following:

- ✓ Strong Commercial acumen
- ✓ Experience in digital trading.
- ✓ Analytical mindset / data driven approach.
- ✓ Strong stakeholder management.
- ✓ Ability to influence upwards.
- ✓ Excellent relationship building across departments.
- ✓ Ability to critique and advise management on ecommerce decisions.
- ✓ Knowledge of digital marketing channels such as PPC, SEO, Social Media Display and affiliate marketing channels.
- ✓ Experience developing and overseeing digital marketing strategies around the customer life cycle.
- ✓ Knowledge of conversion management, sales journey critiquing, traffic analysis, reporting tools (google analytics).