

JOB DESCRIPTION

Job title: Digital Commerce Manager
Department: oneworld, Global Brand, Marketing and Loyalty
Reports to: Director, Global Brand, Marketing and Loyalty
Location: oneworld offices, New York city

This position is open to member secondment or direct oMC employment

Interested candidates should email their resume and cover letter by 14 October 2019 to:
jobs@oneworld.com

Attn: Maria Krasilnikova-McKinnon Director, Brand, Marketing and Loyalty

Job Objective:

Responsible for development and implementation of the **oneworld** eCommerce strategy, overseeing digital and social media marketing, web and software development, website traffic, design and structure, and **oneworld** mobile App.

Experienced digital marketer responsible for all online activity in relation to traffic acquisition, sales, driving conversion, a/b testing and promotional online sales activities and marketing campaigns, including SEO/SEM/PPC and other search marketing tactics, email, social media and display advertising and digital partnerships that increase visibility and engagement with **oneworld** brand and benefits.

Commercially driven, responsible for B2B and B2C digital engagement, generating sales via online channels promoting **oneworld** flagship Round-the-World fare product, **oneworld** events and **oneworld** business solutions. Managing consumer engagement through effective, cohesive, and engaging brand messaging.

Support digital transformation within oMC and externally through regular engagement with oMC leadership team and member airlines experts. Provide an expert view on the next generation tools and services required to enhance oneworld eCommerce strategy implementation.

Key Accountabilities:

- Strong strategic capability, responsible for development and implementation of the **oneworld** eCommerce strategy, web and software development, website traffic, design and structure, and the evolution of the **oneworld** mobile App;
- Set strategic direction to the integration of third-party service providers to enable a resource efficient development and maintenance of the alliances online presence (e.g. website development, language services, timetable and mapping services, flight status information, city guides), UGC partnerships for enhanced use of user generated content, destination imagery etc. that drive further engagement with **oneworld** brand, benefits and product and incremental revenue;
- Work with oMC and member airlines key stakeholders to optimise and recommend the use of relevant technology solutions to streamline workflow processes and maximise carrier and oMC resources;
- Ensure regular maintenance and optimisation of the alliances online platforms with delivery in all required languages (presently English, German, French, Spanish, Italian, Portuguese, Japanese (website, mobile site, intranet, audit functionality, application solutions));
- Further develop the Round-the-World booking tool to deliver the industry best booking tool for complex itineraries including the expansion to other products and language versions, supporting online payments, themes itineraries, engagement and promotional support;

- Strong project management skills, able to project scope and direct service providers in project delivery. Jointly with the relevant digital innovation and IT stakeholders manage the day-to-day supplier relationships;
- Develop and maintain a modern, easy to navigate, interactive online internal engagement digital portal (currently eworld) that supports the Training strategy and facilitates interaction and engagement with member airlines;
- Responsible for all online activity in relation to traffic acquisition, sales, driving conversion, a/b testing and promotional online sales activities and marketing campaigns, including SEO/SEM/PPC and other search marketing tactics, email, social media and display advertising and digital partnerships that increase visibility and engagement with **oneworld** brand and benefits.
- Commercially driven, responsible for B2B and B2C digital engagement, generating sales via online channels promoting **oneworld** flagship Round-the-World fare product, **oneworld** events and **oneworld** business solutions. Managing consumer engagement through effective, cohesive, and engaging brand messaging;
- Oversee management of all digital channels (including updates, design, and user experience);
- Manage social media presence across all channels, including content management, community management, create, maintain, and implement digital marketing and editorial calendars
- Maintain effective, cohesive, and engaging brand messaging;
- Update and manage company blog, e-newsletter, and social media (including regular posts, news, job listings, etc.)
- Management of analytical tools such as Google Analytics and Webmaster Tools
- Measure and report on the performance of all digital marketing campaigns
- Partner with advertising and media specialists to increase marketing results (partnerships with Skyscanner and other metasearch providers);
- Manage metasearch functional capabilities within .com
- Develop and oversee A/B testing protocols and procedures for greater digital performance;

Skills, experience and qualifications:

- Graduate/post-graduate qualifications or equivalent experience acquired in over 5 years of commercial airline management positions (preferred);
- Experience managing marketing and tech streams;
- Experience developing and overseeing digital marketing strategies;
- Excellent understanding of web design and web analysis, strong marketing and tech background
- Understanding and experience in, UX, Adobe Photoshop, InDesign, Dreamweaver and Google Analytics;
- Knowledge of digital marketing channels such as PPC ,SEO, Social Media Display and affiliate marketing channels
- Knowledge of Attribution modelling, website speed optimisation, A/B testing, conversion management, sales journey optimisation, traffic analysis and reporting tools
- Degree level in Digital Marketing or any related field
- Ability to work under pressure of deadline, and flexibly between multiple tasks;
- Enthusiastic, collaborative, open minded and curious to challenge the status quo;
- Travel is required;

***oneworld** offers a great work environment, professional development, challenging careers, and competitive compensation. oneworld is an Equal Opportunity Employer. Employment decisions are made without regard to race, colour, religion, national or ethnic origin, gender, sexual orientation, gender identity or expression, age, disability, protected veteran status or other characteristics protected by law.*