



JOB SPECIFICATION

Job Title: **Ecommerce Executive**

Reporting To: **Ecommerce Manager**

Direct Reports: **none**

Department: **Marketing**

Company Background

Hotelplan is a large pan-European travel group headquartered in Switzerland, under the ownership of Migros, the leading Swiss co-operative retailer.

In the UK, Hotelplan is a well-established and profitable family of specialist tour operators, with a strong tradition of excellence & high standards of quality and service. Each of our companies is incredibly passionate about its holidays, and our staff both in UK and overseas are focussed to ensure that we meet and indeed exceed the expectations of our discerning and loyal customers, many of whom travel with the company time and again.

Our vision is "Creating amazing holiday experiences to be proud of".

The Hotelplan UK family of brands includes Inghams, Esprit, Flexiski, Santa's Lapland and Explore all based in Farnborough, together with the Intravel business based near York.

Job Purpose

We are looking for an Ecommerce Executive to join us to help support us through some significant projects in the pipeline for our online capabilities. Working in Hotelplan UK's marketing team and reporting to the Ecommerce Manager, your primary focus will be to deliver continuous improvements across the websites of four of our holiday brands - Inghams, Santa's Lapland, Esprit Ski and Flexiski.

You will have a proactive and positive attitude as you support the development roadmap of our websites, with an enhanced focused on analytics, CRO, UX analysis and A/B testing.

Main Responsibilities and Key Tasks

- Build, design and implement a programme of A/B and multivariate tests, continually analysing results and sharing learnings with the wider team and business.
- Monitor online and offline customer behaviour to predict demand, identify cross-sell / upsell opportunities and merchandise the product appropriately to drive revenue.
- Work alongside the Development team to deliver key improvements and new features with the ability to balance implementing quick wins with longer-term improvements.
- Support wider marketing team with recommendations and on page optimisation.

- Be the keeper of all web performance reporting, utilising GA, Data Studio and SessionCam to produce weekly, monthly and ad hoc reports.
- Work with the wider marketing team to ensure traffic to site is the right quality, and that it is optimised and converted.
- Support Ecommerce and wider Marketing team, responding to campaign briefs to ensure every campaign is aligned, amplified and optimised across each relevant brand website building landing pages where required.
- Support with delivery of two major web projects.
- Assist with the day-to-day operation and content updates of all company websites.

Knowledge, Skills & Experience

- Relevant hands on experience in technical web analytics with a track record in designing A/B and MVT tests from hypothesis through to implementation, testing, results, and into development.
- Interest in and understanding of the key principles of website merchandising and CRO.
- Solid knowledge of analytics tools such as GA, Data Studio, Excel and SessionCam.
- Working knowledge of tagging and tracking tools such as Google Tag Manager.
- HTML and CSS knowledge and a key eye for design.
- Experience in managing CMS platforms, ideally Umbraco.
- Strong understanding of consumers and how to influence consumer behaviours.
- Ability to think and plan strategically, while being hands on and detail oriented.
- Ability to multi-task and work well under pressure to tight deadlines.

Values

- Be passionate in everything we do.
- Work together as a united team.
- Be innovative embracing and driving change.
- Trusted, open and honest.
- Stand out and be distinctive.

Key Competencies

- Autonomous, self-motivated and results-driven individual.
- Analytical and technically savvy with an eye for details.
- Customer centric.

This Position Description is intended to describe the general content of and requirements for the performance of this position. It is not to be construed as an exhaustive statement of duties, responsibilities or requirements, and you will also be expected to undertake such tasks as are reasonable and relevant to the scope of the post. Job descriptions will be regularly reviewed to ensure they are an accurate representation of your role.