

United Kingdom Jobs Expertini®

Head of Digital & Ecommerce

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Company: Swissport

Location: United Kingdom

Category: other-general

About Aspire Airport Lounges Part of Swissport, the world's largest aviation services provider, Aspire Airport Lounges is a globally recognised airport lounge provider, with 69 lounges at 40 airports in 19 countries. Last year we welcomed more than 5.2 million guests, be they travelling for business or pleasure. We launched our direct sales e-commerce website in 2001 and are now embarking on a journey to revolutionise our digital platforms and marketing. Reporting into the Head of marketing and Experience, we are looking for an experienced, passionate, and tenacious Digital Marketing Executive to join us on our journey.

Job Summary Reporting to the Commercial, Marketing and Digital Director, the "Head of Digital and Ecommerce" will lead the execution of the digital strategy for the Aspire Airport Lounge brand, including the ownership and evolution of our multi-million-£ E-commerce website including developing and delivering the strategic direction, introducing functional enhancements, ensuring full functionality is maintained always as well as leading performance marketing, social media, and email marketing in order to drive financial results. The ideal candidate will not be afraid to challenge themselves, our digital environment and make continual recommendations on how best to utilise budgets, improve ROI and engineer maximum impact. The post-holder will be confident in managing external digital, development, and marketing agency partners to ensure delivery on agreed objectives and value for money for Aspire Airport Lounges.

Job Responsibilities Lead the Digital & eCommerce function owning and delivering strategic growth on our e-commerce website, achieving financial targets over the next 1-2 years. Developing and executing the eCommerce strategy – encompassing online acquisition, conversion & retention plans

(SEM, SEO, PPC) Develop an online loyalty strategy to ensure cost of acquisition is maintained – laser focus on driving organic optimisation and secondary focus on paid audience acquisition through the management of agency partners. Own delivery of digital projects outside of the e-commerce site and develop USPs Ensure the e-commerce site is optimised to its fullest level:- Develop strategies to improve on-site conversion and remove barriers to sale- Work with a wider marketing team to develop on-site content and campaigns to drive acquisition- Assess and ensure site structure, accessibility and UX are optimised utilising multivariate or A/B testing before committal.- Creation of engaging partnerships, quality links and partnerships. Work cross-functionally with Head of Marketing to deliver strategies, collaborate on multi-channel campaigns and deliver on-brand, compelling content across social media, email marketing and 3rd party sites Identify new business development opportunities across the digital marketing spectrum Leading, managing, developing, and mentoring the eCommerce team, happy to be hands-on in delivering strategic leadership. Renew website content regularly to ensure accuracy, relevance and ensure authority on SERPs Managing, supporting and coaching the Performance Marketing Executive to:- Manage PPC and SEO, directly and through agency partners, to ensure direct sales are optimised and financial targets are achieved.- Monitor and review PPC campaigns to reduce waste and increase effectiveness. Regularly analyse & report on performance to key stakeholders Qualifications and Competencies Although not a requirement, you may have worked within the hotel, car hire, airline, travel agency, car parking or large restaurant industries, able to bring the industry-unique ‘lessons learned’ to this new role Proven experience of owning direct-to-consumer E-commerce sites and digital marketing - Strong and demonstrable track record required Proven experience in digital project management Effective team player who can work collaboratively with wider marketing team to drive digital marketing Database management and campaign automation experience Knowledge of GDPR Analytical and proactive with a commercial mindset Experience in managing PPC campaigns, SEO with examples of significant growth Experience in the management of agency partners Sound knowledge of Google Analytics (GA4) Confidence in building relationships with affiliates and bloggers to enhance our online presence. Experience implementing and delivering successful and engaging campaigns across email, social, on-site etc Further information This role is a hybrid (potential for remote for ideal candidate) position with some travel required from time to time. This could involve meetings in the UK or visits to our lounges around the world. Join

Swissport Today: Don't miss this opportunity to join the industry leader and take your career to new heights. Apply now to be part of the Swissport family and embark on an exciting journey of growth, innovation, and success. The sky is the limit with Swissport!

Equal Employment Opportunity Statement Swissport as an equal opportunity employer bases its hiring decisions on the business need and the best qualified candidates available and does not discriminate in its employment decisions based on any protected category. Candidates who are offered employment may be subject to a criminal record and other background checks as permitted or required by company policy or applicable law.

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