

Digital Optimisation Officer Jobs in Abu Dhabi | Etihad Airways Careers

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Company: Etihad Airways

Location: , Abu Dhabi Emirate, United Arab Emirates

Category: other-general

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Description:

To support the implementation of the Loyalty & Partnerships strategy, with specific focus on owned digital channels customer experience and content. This role will be responsible for taking our customer experiences to a new level in existing digital touchpoints, whilst helping design and build omni-channel experiences.

Job Responsibilities:

Support the development of the programme strategy, with dedicated focus on channel innovation and evolution based on member, partner and programme needs.

Owning the programme content and working with Marketing, Social and Platform Management on content creation, design and implementation into account all owned, paid & earned digital channels

Drive forward all Etihad Guest customer facing digital assets to be best in class; continually optimising and enhancing best practices and market-leading trends. Ensure maximum cohesion across Etihad Airways Group when it comes to touchpoints, data, content, social and digital marketing to identify opportunities and efficiencies.

Use insights gained from analytics, sales reports, web analytics, member research, key stakeholder input and industry best practice to drive ongoing optimisation that achieves programme objectives.

Job Requirements:

Bachelor's degree in a related field from an accredited college/university and/or relevant professional experience

3+ years relevant work experience in digital / ecommerce platform

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