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SEO Lead (Digital & eCommerce) ETIHAD AIRWAYS RECRUITMENT Location: Abu Dhabi, AE

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SEO Lead (Digital & eCommerce) ETIHAD AIRWAYS RECRUITMENT Location: Abu Dhabi, AETHE AVIATION May 20, 2023 33 minute read Synopsis Let your career take off with the World's Leading Airline, Etihad Airways. Work in the forefront of the aviation industry, with the airline that has reimagined the flying experience through its pioneering products and services. If you would like to be involved in the beginning of a true transformational journey, now is the time to join our Revenue division and help shape our Digital & eCommerce function. We are looking for a Manager, Digital Sales & Activation to establish the Digital Sales & Activation Strategy driving revenues maximization and pushing digital channels to full potential and maximizing total basket value. We are defining a true Digital Channel media strategy mix focusing on Organic and direct channels. It will define and deliver SEM Performance Investment Targets and Budget completion. It will build, assess, Improve and reiterate constantly an optimized media buying model. In our quest to develop a best in class Acquisition division, we are looking for a true SEO expert. The SEO Lead will be responsible for developing and implementing comprehensive SEO strategies that drive organic search rankings for relevant travel queries, increase website traffic, and contribute to direct revenue growth. They will collaborate with closely with SEM and cross-functional teams in Digital & E-Commerce, as well as external agencies, to align SEO activities with revenue-focused business goals and objectives. The role requires a deep understanding of SEO best practices, algorithms, and ranking factors to continually drive traffic and revenue performance. Accountabilities Develop and execute comprehensive SEO strategies to

improve organic search rankings, increase website traffic, and drive revenue growth. Conduct extensive keyword research and analysis related to destinations and travel trends to identify target keywords and phrases for content optimization and link building. Advise on website content and structure optimisations to improve search engine visibility, user experience, and conversion rates. Develop and implement link building strategies to increase domain authority, backlinks, and referral traffic. Test, monitor and analyse website performance using analytics tools such as Adobe/Google Analytics and develop actionable insights to improve SEO performance. Conduct technical SEO audits and implement technical optimization recommendations to improve website speed, crawlability, and indexation. Stay up to date with the latest SEO trends, best practices, and algorithm updates to continuously improve the effectiveness of SEO strategies. Collaborate closely with SEM team to ensure airtight alignment of organic and paid search efforts, contributing to SEM tasks when required. Work with cross-functional teams including Content, UX, and Development, to ensure that all SEO activities are aligned with business goals and objectives. Manage relationships with external agencies and vendors to ensure that all SEO activities are delivered on time and within budget.

Education & Experience Minimum 5 years of experience working in a client or agency SEO role, airline experience desirable. Bachelor's degree in Marketing, Communications, Business, or a related field. Strong understanding of SEO best practices, algorithms, and ranking factors. Experience with SEO tools such as Adobe/Google Analytics, Google Search Console, SEMrush, Ahrefs.

Etihad Airways, the national airline of the UAE, was formed in 2003 and quickly went on to become one of the world's leading airlines. From its home in Abu Dhabi, Etihad flies to passenger and cargo destinations in the Middle East, Africa, Europe, Asia, Australia and North America. Together with Etihad's codeshare partners, Etihad's network offers access to hundreds of international destinations. In recent years, Etihad has received numerous awards for its superior service and products, cargo offering, loyalty programme and more. Etihad is recognised as one of the world's leading airlines in response to COVID-19 and was the first airline in the world to fully vaccinate its crew on board. Etihad sees tackling the climate crisis as the most important issue of our time, and through strategic partnerships with major global aviation brands and OEMs, Etihad is relentless in its pursuit of industry decarbonisation.

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