

Job Posting – eCommerce Manager

Concurrent External Search

The Company

Quark Expeditions is the world leader in polar adventure travel. Since 1991, Quark has been establishing a tradition of firsts in polar travel: as the first to transit the Northeast Passage with adventure travelers; the first to take travelers to the far side of Antarctica; and the first to circumnavigate the Antarctic continent with guests. Quark is recognized for its diverse fleet, the largest fleet of passenger vessels in the polar regions. This enables Quark to offer the widest variety of polar itineraries of any other adventure company.

The Opportunity

Quark Expeditions continues to increase its investment in online marketing and is looking for a creative and experienced eCommerce Manager. As a member of the Sales & Marketing team, the eCommerce manager will contribute to the development and execution of an integrated, sales and marketing plan that delivers cost effective customer leads to increase direct sales. Focus will be placed on innovating ways to grow the direct consumer database and deliver leads to sales. The eCommerce Manager will have an essential role in supporting Quark's distribution strategy with online activities.

Location: Quark Expeditions Office, Toronto Ontario

Principal Accountabilities

Leadership

- Demonstrate leadership within the organization to support the changes required to deliver more direct passengers and grow our business;
- Collaborate with the senior sales and marketing team to build the annual sales and marketing goals and objectives;
- Own and manage the relationships with external agencies (to include relationship management, budgeting, contract management, project development);

Drive the Online Strategy and Execution

- Manage the development and delivery of the eCommerce strategy;
- Manage PPC advertising campaigns to meet sales targets and COL and COB targets;
- Set up and deploy email marketing campaigns;
- Perform website updates (content, pages, images) as required;
- Deliver weekly website and e-marketing metrics;
- Execute media campaigns, including buying, tracking and optimization;
- Manage Quark's online communities;
- Implement search engine optimization (SEO) strategies;
- Collaborate to improve processes, measurement, and the client experience;
- Track and report on online marketing spend and performance;

Deliver best in class e-commerce capability

- Provide expertise on all aspects of eCommerce including development planning, marketing strategies, third party selection, campaign management and analytics implementation;
- Continually work to enhance the customer usability experience;

- Grow lead generation and pure online bookings;
- Improve online booking function and reduce drop-off rate;
- Optimise online marketing performance through paid search, organic search, direct entry and social networking channels;
- Collaborate with the Marketing Manger to implement social media strategy;
- Stay current on trends in online marketing and integrate learning into the team's activity;
- Work with TUI's e-commerce team to achieve Quark's e-commerce goals;

CRM/Database

- Provide the strategic direction required to build a robust customer database that will serve as the platform for direct marketing efforts;
- Design a direct marketing program that will improve both acquisition and retention;
- Use customer data to provide sales and marketing insights to improve ROI.

Qualifications for this job include:

- At least 5 years of online marketing experience with a thorough understanding of online/direct marketing principles and techniques;
- University degree or equivalent combination of education and experience (a marketing or business degree is desired);
- Results driven with a track record of delivering results in an e-commerce environment;
- Exceptional planning, organisational and implementation skills
- Highly analytical with the ability to evaluate marketing opportunities effectively
- Able to work under pressure and meet deadlines
- Strong interpersonal skills to work across the business at different levels
- Enthusiastic and professional attitude
- Experience with best practices for online marketing and e-commerce
- Strong independent problem-solving skills
- Excellent communication skills both verbal and written;
- Understands ROI and measurement of campaign effectiveness
- Proficient with MS Office, HTML, CMS, and a variety of online tools and applications
- Highly motivated with the ability to multi-task and establish priorities

Please forward application to careers@quarkexpeditions.com by May 27, 2011