

E-commerce manager | Hospitality

About ASSIST34 – we believe in people

We are a professional tourism services company with decades of senior-level experience from the travel industry. Assist34 is a company formed to support multi-national tourism companies worldwide to grow in a highly competitive global travel market. Our job is to ensure that our clients; tourism companies have the best back and mid-office services secured with a highly cost-efficient and qualitative setup combined with specialised management advisory services.

We have built the organisation with a human-centric approach where we constantly develop our skillsets to stay ahead of the industry and lead development. Our role is to enable our clients to focus on their core business, whether managing hotels, running a multi-destination management company or a full-service tour operator.

Assist34 services are focused on four main pillars.

- Service Center
 - o Multi-Lingual service center
 - o Operations Services
 - o Flights Service
 - o Customer Services
- Product services
 - o Data Analysis and verification
 - o Data Loading
- Digital Commercialisation
 - o Ecommerce management
 - o Revenue and yield management
 - o Website production and management
 - o Social media management
- Management consultancy
 - o Financial strategies and controlling
 - o Business plan consultancy
 - o Management information systems (MIS)
 - o Board and management advisory

About the job – make the difference

Work with us in our centrally located Istanbul offices to serve our multi-national hotel clients in their digital commercialisation. This position is designed to develop and implement a commercial strategy covering all digital segments to maximize the total revenue, profit performance, and market share penetration of our clients. You will work closely with our solution provider [PMA Partner](#), the Hotel Management and sales teams across the world to drive a numbers driven and efficient sales organisation.

Key Responsibilities

Digital Sales Management multiple hotels

- Build online sales strategy for multiple hotels
- Produce online sales budget with sales and marketing costs with a strong emphasis on KPIs
- Continuously track and update sales strategy based on market intelligence such as aviation availability, competition analysis and trends
- Maximize REVPAR by analysing each sales channel
- Apply yield strategies on sales channels
- Establish best practice revenue management
- Follow the latest in market developments and technologies to ensure A34 is following market trends

Website Management

- Ensure website content (picture and text) is always up to date in all languages available, according to the corporate standards, and as per the CMS guidelines
- Ensure mobile website is properly updated
- Monitor and assist the sales teams across in ensuring rate parity throughout all electronic distribution channels
- Support and liaise with various departments to ensure optimal content delivery (PR, F&B, Marketing, Sales)
- Create and implement promotional content for special offers and packages, in coordination with the hotel's

Search Engine Optimisation (SEO)

- Review the ranking of the hotel website on search engines, and update the hotel website with relevant search terms and adequate keyword frequency to ensure that the hotel website gets the best possible natural page rank in the languages available
- Update and optimize meta descriptions and tags
- Analyze budget investment vs ROI for corporate SEO activities

Email Marketing

- Set strategy and manage the preparation and sending, with regular frequency, corporate Email Newsletters to all qualified guests/clients that have subscribed to receive the hotel e-newsletter
- Ensure emails are in line with the strategy and corporate guidelines
- Analyze email productivity and profile segmentation always with a ROI KPI

Social Media

- Set strategies and ensure that all relevant social media and representation are as per corporate policies and guidelines
- Ensure proper monitoring and active response of the hotel's social media presentation and online reputation management tool, maintaining consistent brand representation
- Plan and manage social media advertisement campaigns to drive sales and hotels perception

Digital Marketing

- Plan a digital marketing budget with management per channel with strong ROI focus
- Develop and implement e-marketing initiatives for the hotel key feeder markets to increase the number of qualified visitors to the hotel website, thus increasing revenues and conversion.
- Monitor and report brand name hijacking that dilutes direct web revenues.
- Establish and implement the hotel's annual advertising plan for all digital channels
- Ensure brand and marketing messages on electronic channels are consistent with overall marketing activities (i.e. special promotions/offers etc.)
- Review and monitor your hotel's primary competition set on a regular basis online and ensure/maintain competitiveness and "web appeal".
- Manage the non-bookable content (NBC)

Monitoring and Reporting

- Monitor and report on website analytics
- Analyze the website user behaviour, site performance, source of referrals and actively update marketing plan to ensure optimum ROI is reached
- Analyze the website production (bookings) reports available from the website statistical package and/or from the hotel's property management system.
- Provide monthly reports on website KPI to the management team of the hotel and the regional and corporate offices, including brand web contribution as % of rooms revenues.

About you – contribute with your uniqueness

- An academic qualification at graduate level (Bachelor's degree) is desirable but not mandatory
- Experience from similar position in hotel chain
- Transparent and motivating character
- Reliable way of working
- Customer-oriented and confident appearance as well as very good communication skills
- Ability to work in a team, consulting and social skills, flexibility, initiative and assertiveness
- Fluent in English, German skills desirable but not mandatory

About our offer – why joining us

- Fair and competitive remuneration for your contribution on transforming the tourism industry
- Working in a global tourism-tech start-up with young and passionate colleagues
- We are looking for intercultural cooperation and offer the opportunity to work on international projects
- Flat company structure with the ability to take quick decisions and the possibility to be part of the companies' success
- Modern and comfortable office space in the center of Istanbul

You want to rewrite the history of tourism technology and processes together with us? Then join our trip to new dimensions in the tourism universe and save your seat in the PMA Partner rocket!

Apply now and fasten your seatbelt! We are looking forward to hearing from you.

joinus@assist34.com and send your application today!