



## **E-COMMERCE EXECUTIVE / MANAGER**

### **Job Responsibilities**

- Monitor the hotel's e-Commerce strategies as they are being implemented;
- Daily management of hotel online presence on various Online Travel Agent websites;
- Managing rate & inventory changes as well as content management;
- Communicate with Hotel Managers, Front Office Managers and others on daily basis;
- Developing budgets for projects, monitoring costs, providing status reports to management, and incorporating feedback from the executive level;
- Manage e-Commerce website content updates, coordinating site changes with IT and Marketing business owners including site presentation, product presentation, pricing changes and text and image modifications;
- Manage and update the Hotel's website, relevant social media (Facebook, Twitter, Blogging) and e-Commerce functions including latest campaign, events and promotions from the Hotel;
- Drives web traffic/sales, growth of e-Commerce applications via targeted online campaigns and retention strategies, with high level of customer acquisition and conversion;
- Handle customer service for online & phone calls, e-mails, facebook, etc;
- Develops and implements new customer acquisition and retention initiatives by managing search engine keyword buys, email acquisition newsletters and exploring other online advertising vehicles;
- Negotiate and close new business opportunities with new merchants.

### **Job Requirements**

- Candidate must possess at least a Diploma, Advanced Higher/ Graduate Diploma in Business studies/ Administration/ Commerce/ Marketing or equivalent;
- Possess strong planning skills, good business acumen, excellent communication and negotiation skills, creative and meticulous with details;
- Developed analytical and problem solving skills;
- Able to work independently and work under minimum supervision;
- Having networking abilities;
- Able to execute online campaigns and monitor the performance of the campaign to ensure good result;
- Executive / manager specializing in Hotel Management/ Tourism Services or equivalent will be an advantages;
- Computer literate. Familiarity with E-Commerce will be advantage;
- Fresh graduates are welcome to apply;
- Full-time positions available.