Position: E-Commerce and Analytics Manager
Department: Marketing
Employment Status: Permanent Full-Time
Reports To: Senior Director, Integrated Marketing
Location: Hybrid – Toronto
Salary Range: $70,000 - $80,000
Role Type: Replacement role
Hiring Status: Current hiring

Your Career Opportunity

The E-commerce & Analytics Manager is responsible for optimizing the online customer experience across redtag.ca and itravel2000.com through data-driven analysis, website optimization, conversion rate optimization (CRO), and digital performance reporting.

This role owns website analytics, customer journey analysis, digital performance measurement, A/B testing, and conversion optimization initiatives to improve website engagement, online bookings, revenue, and customer experience. The successful candidate will leverage Adobe Analytics and other digital tools to uncover actionable insights, identify opportunities for growth, and make recommendations that improve overall website performance.

The E-commerce & Analytics Manager will ensure data is used to drive business decisions and continually improve the online customer experience.

How You Will Be Spending Your Time

E-commerce Performance & Website Optimization

- Own the ongoing optimization of the online customer experience across redtag.ca and itravel2000.com.
- Analyze website performance and customer behavior to identify opportunities that improve engagement and conversions.
- Develop and execute conversion rate optimization (CRO) strategies to increase bookings and revenue.
- Identify friction points throughout the customer journey and recommend improvements.
- Work closely with Marketing and IT departments to prioritize website enhancements.
- Support the successful execution of new website features, functionality, and promotional initiatives.
- Monitor website health and user experience to identify issues impacting performance.
- Assist with scheduling website banners, populating travel deals through Adobe Experience Manager (AEM)
- Responsible for managing, uploading content and monitoring results of the redtag.ca app.

Analytics & Reporting

- Own Adobe Analytics reporting across all digital channels and websites.
- Develop weekly, monthly, quarterly, and campaign performance reports for senior leadership.

- Monitor and report on key performance indicators including:
  - Website Traffic
  - Revenue
  - Bookings
  - Conversion Rate
  - Bounce Rate
  - Customer Engagement
  - Customer Acquisition
  - Customer Retention
  - Revenue by Channel
- Analyze customer behavior, website performance, traffic sources, and conversion funnels.
- Develop dashboards that provide meaningful business insights.
- Present recommendations and performance updates to senior leadership.

Conversion Rate Optimization (CRO)

- Lead ongoing A/B and multivariate testing initiatives across the website.
- Develop testing roadmaps focused on increasing conversion rates and revenue.
- Evaluate and manage landing pages, promotional pages, booking paths, calls-to-action, and user flows.
- Measure test results and implement successful optimization strategies.
- Identify opportunities to improve mobile and desktop user experiences.

Customer Journey & Personalization

- Analyze, strategize and implement the complete online customer journey from acquisition through booking.
- Execute cross-selling and automated customer journeys.
- Identify customer drop-off points and recommend improvements.
- Develop customer segmentation strategies using behavioral and demographic data.
- Support personalization initiatives that improve customer engagement and conversion.
- Work with Marketing team to improve customer lifecycle marketing.

Data Governance & Tracking

- Ensure accurate implementation and maintenance of Adobe Analytics tracking.
- Work with IT to validate analytics implementation and tagging.
- Monitor data integrity and reporting accuracy.
- Recommend improvements to analytics frameworks and attribution models.
- Support the implementation of new tracking requirements for website enhancements and marketing initiatives.

Strategic Insights & Innovation

- Identify emerging e-commerce trends and digital best practices.
- Provide strategic recommendations based on customer insights and market trends.
- Evaluate new analytics tools and optimization technologies.

- Champion a culture of testing, learning, and continuous improvement.
- Stay current on Adobe Analytics capabilities, AI-driven insights, and digital measurement best practices.

Specialized Knowledge, Skills, and Attributes Required to be Successful

- Minimum 5 years of experience in digital analytics, e-commerce, or website optimization.
- Proven experience using Adobe Analytics to measure and improve digital performance.
- Experience leading conversion rate optimization (CRO) initiatives and A/B testing programs.
- Experience analyzing customer journeys and website performance.
- Experience developing executive reporting dashboards and presenting insights to leadership.
- Experience in the travel industry is highly preferred.
- Previous CRM knowledge and experience preferred.
- University degree or diploma in Marketing, Business, Analytics, E-commerce, Statistics, Computer Science, or a related discipline.
- Adobe Analytics certification is considered an asset.
- Google Analytics certification is considered an asset.
- Conversion Optimization or UX certifications considered an asset.
- Advanced experience with Adobe Analytics and digital reporting.
- Experience with Adobe Experience Manager.
- Strong understanding of e-commerce performance metrics and customer behavior.
- Experience with conversion rate optimization (CRO) methodologies.
- Strong understanding of customer journey mapping and digital analytics.
- Experience creating executive dashboards and performance reports.
- Knowledge of A/B testing methodologies and experimentation frameworks.
- Familiarity with Google Tag Manager and website tracking principles.
- Strong analytical, critical thinking, and problem-solving skills.
- Ability to interpret complex data and translate findings into actionable recommendations.
- Excellent presentation and communication skills.
- Strong project management and organizational skills.
- Advanced Microsoft Excel and PowerPoint skills.
- Results-driven with exceptional attention to detail.

Working Conditions

- Hybrid work environment (office and remote).
- Fast-paced, collaborative, and results-driven environment.
- Monday to Friday from 9:00 am – 5:00 pm (EST)
- 37.5 hours per week

Crew Advantages

- Competitive salary
- Medical and dental benefits

- 9 additional paid days: 1 birthday day, 5 sick days, 2 personal days, and 1 volunteer day
- Employer RRSP contribution program
- Awesome travel benefits for you, your friends, and your family
- Employee Assistance Program (EAP) for you and your family members

Who We Are

HIS Canada Travel Inc., a division of the H.I.S. Group, is one of Canada's largest travel companies. Incorporated in 2004, HIS Canada Travel Inc. owns and operates multiple wholesale and retail travel brands. The retail division, including redtag.ca, itravel2000.com, Sunquest, The Travel Experts, Merit Travel, Flights.ca and Cruises.ca offer diverse products to travelers including destination packages, flights and hotels worldwide, excursions and more. The wholesale travel business, TravelBrands, provides a full range of travel products including air, hotel, car rental, cruise and specialty to travel agents and retail agencies throughout Canada. HIS Canada Travel Inc. is a comprehensive one-stop shop for agents and travelers alike.

Are You Ready to be part of the team?

If you're interested in this opportunity, please submit your cover letter and resume to careers@travelbrands.com.
We thank all applicants for their interest; only those selected for further consideration will be contacted.

HIS Canada Travel Inc. values diversity in the workplace and is committed to employment equity. In accordance with the Accessibility for Ontarians with Disabilities Act (AODA), HIS Canada Travel Inc. will provide accommodation, accessible formats, and communication support for the interview upon request and we will work with you to meet your accessibility needs.