

About us

SriLankan Airlines Ltd (SLA), the national carrier of Sri Lanka operates with a network of destinations throughout Asia, the Middle East, Europe and Australia. The airlines has a strong presence in Maldives and Southern India. SriLankan is a member of the 'oneworld' alliance.

Job Description

Formulate short term and long-term strategies for web and mobile app to improve online customer leads to bookings ratio and maximize online revenue. Create innovative capabilities, manage web content, enforce customer engagement best practices and simplify the booking process by engaging with local and international airlines, tourism and travel partners to provide greater user experience. Establish a data-driven framework to decide and drive the key initiatives to enhance the conversion rate.

Job Accountabilities:

- Create short-term and long-term strategies to optimize the conversion rates and follow the PDCA (Plan-Do-Check-Act) process to continuously monitor and fine-tune the plans to adapt to the market and industry dynamics.
- Consistent analysis of other airlines Conversion Rate Optimization (CRO) best practices in the industry and initiate suitable new improvements.
- Manage key conversion points in the marketing funnel. Increase funnel marketing efficiencies and enhance conversion ratio of lead to customer.
- Customize and enhance the country specific landing pages liaising with country and regional managers to generate more traffic to the marketing funnel.
- Collaborate with cross-functional teams including Sales and Marketing to execute a blogging, email, and social media mechanism in order to optimize each conversion path leads.
- Build strong relationships with Tourism, Travel and Airline partners to establish website referrals and publish advertisements.
- Analyze and collate web analytics, web performance, CRO performance indicators and provide statistical and actionable insights to the management.
- Prepare CRO budget and track the cost. Improve the yield by initiating actions to increase the quality of leads and to minimize the cost per conversion on each channel.

Requirements

Bachelor's Degree with 2 years' work experience in a relevant discipline.

OR

Full professional qualification with 2 years' experience in a relevant discipline.

The upper age limit should be 35 years as at the closing date 15th September 2023.

Be a Sri Lankan Citizen.

Employment will be offered on fixed term contract.

Influencing will be a reflection of unsuitability.

We are an equal opportunity Organization.

Please note that we will correspond with you within a month of closing the advertisement in the event your application is shortlisted for consideration.

Job Information

Grade

8.1

Department Name

Worldwide Sales & Distribution

Application Closing Date

15/09/2023

Industry

Airline - Aviation

City

Katunayake

Province

Western

Country

Sri Lanka

Postal Code

11450