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|-------------------|---------------------------------------------|---------------|---------------------------------|
| <b>Job Title</b>  | Digital Commercial Manager - UK             | <b>Salary</b> | TBC                             |
| <b>Department</b> | Commercial                                  |               |                                 |
| <b>Reports To</b> | Global Head Of Commercial / Head Of Trading | <b>Dated</b>  | 28 <sup>th</sup> September 2026 |

| Job Information                |
|--------------------------------|
| <b>Type of Role:</b> Full Time |

| Job Purpose                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
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| <p>The Digital Commercial Manager is responsible for driving commercial performance, delivering trading strategy, and owning trading margin outcomes from our digital channels in support of planned growth in this area. This will be across one of the assigned markets, currently either the US, Australia, New Zealand and the UK.</p> <p>This role plays a critical part in delivering the business strategy through insight-led decision-making, proactive identification of opportunities and risks, and the execution of trading and commercial initiatives. The role requires strong commercial acumen, analytical capability, and the ability to influence cross-functional stakeholders to optimise performance.</p> <p>The Digital Commercial Manager operates with a high degree of autonomy, taking full ownership of trading decisions, performance management, and continuous improvement of commercial outcomes in our Digital Channels.</p> |

| Accountabilities:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
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| <p><b>Trading &amp; Decision Making</b></p> <ul style="list-style-type: none"> <li>• Own, plan, and execute digital trading strategies across assigned markets to drive margin and ROI.</li> <li>• Continuously monitor performance and actively adjust trading levers and marketing decisions to optimise results</li> <li>• Lead weekly trading meetings, presenting performance updates, insights, and clear recommendations</li> <li>• Take accountability for commercial decisions and their impact on performance</li> <li>• Make recommendations to Senior Leadership Team in relation to longer term strategic digital distribution plans</li> <li>• Develop a strong understanding of end-to-end commercial operations, including product, pricing, marketing, and sales dynamics</li> </ul> <p><b>Commercial Performance &amp; Insight</b></p> <ul style="list-style-type: none"> <li>• Own and deliver monthly digital margin and spend performance, including forecasting, tracking, and variance analysis</li> <li>• Translate data into clear, actionable insights that inform commercial strategy</li> <li>• Identify, quantify, and act on risks and opportunities impacting margin, ROI and other income opportunities</li> </ul> |

- Drive the achievement of commercial targets and KPIs through proactive performance management of digital channels

### **Cross-Functional Collaboration**

- Partner closely with Marketing and Product teams to align commercial strategy with campaign execution and product positioning
- Influence marketing activity, including product selection, targeting, and performance optimisation
- Contribute to senior-level reporting, including weekly and monthly performance summaries with clear insight and direction
- Collaborate with marketing partners / 3<sup>rd</sup> party platforms to confirm monthly spend and marketing agreements in line with Commercial forecasts

### **Commercial Planning & Reporting**

- Build robust forward-looking forecasts and scenario plans to support execution of monthly digital trading plans
- Provide clear visibility of performance drivers and commercial priorities to key stakeholders
- Own the development and continuous improvement of performance tracking and reporting tools for digital channels.

### **Leadership & Ownership**

- Take full responsibility for defined business areas, ensuring delivery of digital commercial objectives
- Act as a key point of contact for commercial decision-making within assigned markets
- Support wider team capability by sharing knowledge and driving a high-performance culture, supporting alignment and best practice

## **Qualifications/ skills/ experience / knowledge**

### **Skills & Experience Required**

- Proven experience in a commercial, trading, or analytical role with ownership of business performance, ideally within the travel sector
- Strong commercial acumen with a clear understanding of P&L drivers
- Highly analytical, with the ability to translate data into actionable insights and decisions
- Confident communicator with the ability to influence stakeholders at all levels
- Previous experience in trading digital channels (META, Google, PPC) would be beneficial
- Advanced Excel skills essential (including pivot tables and handling large data sets)
- Resilient, adaptable, and comfortable working at pace
- Excellent organisational skills, with the ability to manage multiple priorities simultaneously

### **Desirable:**

- Previous experience in commercial analysis
- Passion for the travel industry is advantageous

## What Success Looks Like

- Delivers measurable improvements in P&L performance, ROI, and key commercial KPIs for digital channels
- Demonstrates clear ownership and accountability for trading outcomes
- Proactively identifies and capitalises on commercial opportunities
- Builds strong credibility and influence across stakeholders
- Drives consistent, high-quality decision-making supported by data and insight

## Critical Competencies

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## Organisation Structure & Career Path

This role plays a key part in supporting the continued growth of the UKA business and supports a significant growth in the deployment of digital marketing spend and transition of the trading approach for the business..

A strong commercial skillset also provides pathways into wider strategic, product, or leadership roles across the organisation.

## Financial Information

- Annual holiday plus bank holidays
- Health Care scheme
- Pension – employers 3%, employee 5%
- Annual Discretionary Company Bonus
- 3 x Life Assurance
- Birthday leave
- Car Parking