

Digital Implementation Specialist

At A Glance

Are you excited about the prospect of pioneering some of the advanced digital insights within the travel industry? Working as a Digital Implementation Specialist at TUI Nordic, you will get the opportunity to drive the digital implementation across Nordics together with very talented colleagues. You will play a critical role in assuring we have correct tracking in Google Analytics. You will be hanging out with your own newly established team, but also UX, IT, Product Owners, Analytics and probably most of the organization (note: YES, you will be important!)

We believe you are intrigued by technology. Somebody who likes to find new ways around systems or build the perfect tracking formula. We strongly believe that the best work is achieved by combining outstanding people with great technology, and of course - having fun together along the way. We want to offer our customers state-of-the-art digital experience and deliver world-class travel experience. The aim is high, but if expectations are too low, the dream is not big enough. We need to ensure being in the driver's seat by transforming "Big Data" to "Smart Data". Are you ready to join us in the pursuit of digital excellence? If yes, welcome to the world of Discovering Smiles! (our customer promise if you didn't know)

What You Will Be Doing

As a part of our team you will be given a lot of freedom and responsibility when it comes to performing both daily tasks and long-term projects, and you will be a part of an ambitious and experienced team. We offer a workplace that is built on supportiveness, curiosity and a desire to break new ground where we value innovativeness and team work.

Some examples of business tasks:

- Specialist working hands-on with analytics tracking and implementation on Nordic level
- Work together with team on maintaining and updating current stack and applications and plan future development
- Improve and maintain code and apply good practices
- Take responsibility for execution and success of Google Analytics technical setup
- Considers new ways of data collection, data integration, and analysis which can improve efficiency, accuracy and insight
- Troubleshoot and de-bug
- Create tagging strategies and implementation guides for tagging
- Ensure structure for site audits
- Work with vendor APIs to integrate data into web analytics and centralized dashboards/reporting
- Assist in the review and design of third-party solutions and tools
- Maintain an awareness of competitive information and key industry trends to provide context

What We Are Looking For

You are a likeable person. Your expertise makes you humble, but whenever necessary you should stand up for your beliefs. You should have a proven track-record and a few years of experience from technical script implementation, in order to secure correct, reliable and up-to-date measurement within the digital arena. You'll need a foundation in HTML and

JavaScript. Big bonus if you have a combined knowledge with front end development and/or SQL and regular expressions. Turn around your deep understanding of track implementation into valuable business insights is something that makes your heart sing. You are the one that makes things happen faster and smoother than anybody else. When you need help, you know whom to approach. If you don't know, you can easily grab a coffee with somebody who knows and will help you because you are such a likeable person.

- 2+ years' work experience from e-commerce in relevant industry (travel industry is a plus)
- hands-on Google Analytics script implementation
- Tech savvy - experience with HTML, Javascript, SQL, RegEx and Front end development (preferred), web servers, coding and database technology
- Deep product knowledge in Google Analytics and Google Tag Manager
- Deep understanding of digital eco system
- Business acumen
- Preferred degree in computer science, information systems, programming or equivalent
- Solid understanding of best practices in data analytics
- Excellent verbal and written communication skills in English and one Scandinavian language
- Preferred qualifications are a welcome addition but are not a requirement to apply. We believe that excellent people can come from a range of backgrounds and we value a diversity of experiences

Working Within TUI Group

You will be based in our Stockholm office, which is newly renovated and we are proud to say that we are nominated for "Sweden's best office" for the second year in a row. We have our own gym, great coffee, probably the best view in the city and a stone's throw from everything Stockholm has to offer!

TUI Group is the world's number one integrated tourism business operating in around 180 countries worldwide. With some of the best known holiday brands in the world, we offer inspiration, booking, flights, transfers, hotels and cruise ships to over 30 million customers every year all under one roof. With over 1,800 travel agencies across Europe, six airlines operating more than 130 aircrafts, over 300 Group-owned hotels and resorts and twelve cruise ships we are able to design unique and individually tailored holiday experiences with consistent.

How To Apply

Apply to: info@ittalents.se