



InfoTech Services (Hong Kong) Limited is one of the largest and longest established IT specialist agencies in Hong Kong. InfoTech's consultants listen, understand and respect your job application. InfoTech career opportunities cover most leading banks, financial institutions, computer vendors, multi-national corporations, government departments and others. InfoTech handles permanent placement, executive search and contract staff services. Contact InfoTech the most professional IT career partner now. Please apply to the relevant e-mail mailbox and quote InfoTech's Reference No (two alphabet prefix with four digits) and Position as subject.

18/F, Tower 2, Lippo Centre, 89 Queensway, Hong Kong

Hotline: (852) 2836 0363

Fax: (852) 2836 0351

Email: mailbox8@infotech.com.hk

Web Master - B2C, Web Analysis

Duties:

- serve a permanent position with an airline;
- the Onine Business Development team is part of the e-Business Department. Responsible for developing e-Business for the proprietary websites through the following key areas:
 - . Website traffic Analysis (WA);
 - . customer behavior;
 - . online customer quality;
 - . customer feedback;
 - . online distribution channel efficiency and growth;
- the Assistant Manager will focus on the WA and online distribution channel efficiency work;
- manage a subordinate and work closely with the Business Development Manager;
- undertake regular and ad hoc analysis of WA, customer behavior, site performance and sales conversion for local country and total aggregate levels;
- analyze, highlight key trends, opportunities, successes, anomalies and areas for business improvement;
- liaise with relevant business owners and departments regarding analysis highlights and recommendations;
- be the key contact for the WA needs and expertise for various internal departments and world-wide offices by setting up a support, feedback and assistance function;
- assist the Manager in implementing a major new WA system, ensuring successful launch and user adoption;
- lead the project implementation of future WA phases in conjunction with the Department, IT team, WA vendors and across the company. This includes exploding the business requirements, checking specifications, creating test plans and undertaking testing and launching successfully;
- manage and implement WA user training for initial product launch as well as subsequent development;
- manage WA communications, user adoption and support for worldwide offices. These cover initial new product launch as well as subsequent development;
- be the key contact and coordinator among vendors to ensure regular product updates, feedback, development, enhancement and ad hoc support;
- assist the Manager in setting up WA reporting and report distribution system;

- support the Manager in implementing new online distribution partners, ensuring checks and tracking systems are in place;
- assist the Manager to set up online channel, ROI or efficiency analysis and reporting.

Requirements:

- Bachelor's degree in Computer Science, Software Engineering or equivalent;
- experience in web analysis, with complex data preferably in a B2C environment;
- data analysis and ability to generate business recommendations by turning data into business intelligence;
- ability to identify key conclusion, opportunities and issue from data and research and turn into business cases where appropriate;
- initiative to identify gap, unknown and turn into beneficial opportunities;
- ability to manage and drive project to successful implementation;
- a self-starter that can clarify requirements in the face of ambiguity when liaising with various parties;
- ability to communicate opportunities and propose appropriate development tasks;
- detailed analysis and requirements specifications, high level leadership and initiative;
- a good communicator and project leader with the ability to work within a team, cross functionally as well as independently.

Monthly Salary Range: \$25K - \$30K

For other vacancies, please visit our website at www.infotech.com.hk