Finnair is a community of top performing reformers who do big things with a big heart. We are bridging the world and creating opportunities for meaningful encounters. Every day we challenge ourselves, each other and our know-how so that we can provide the very best five-star experience for our domestic and international customers. Responsibility and our values—Commitment to care, Simplicity and Courage—guide us in everything we do. We are a workplace, a partner, that takes care of its own; because happy employees ensure happy customers. Come join us in creating unique human encounters.

We are looking for a **DIGITAL CONTENT MANAGER** to join our digital content team.

Working as a Digital Content Manager, you will be contributing to Finnair’s sales goals by producing high quality and commercially optimised content and content production processes for Finnair.com and other digital touchpoints.

Your daily tasks will be:

• Creating and optimising processes and ways of working between business owners and content production team, e.g. copywriters, designers, developers. Prioritising requests and communicating with stakeholders across departments
• Training content producers on processes and ways of working
• Gatekeeper of content organization in Coremedia CMS. Creating workflows in CMS. Understanding and communicating functionalities of the tool. Hands on main user of the CMS. Cooperating closely with technical CMS developers and system product owner in IT
• Producing digital content. Leading content producers to create quality, brand consistent, accurate and user friendly content which increases customer satisfaction and is geared to long-term sales optimisation. Using data to optimize content
• Creating content concepts in cooperation with service designers, SEO experts, customer communications managers etc

An ideal candidate has following experience & expertise:

• Excellent Finnish and English language copywriting skills
• Understanding digital sales
• Commercial thinking and data driven mindset
• Ability to prioritise large number of tasks by business value
• Ability to cooperate with a large number of stakeholders
• Passion for creating efficient processes
• Love for and ability to produce quality content
• Interest and understanding of technical aspects of CMS tool
• Understanding SEO and personalisation concepts
• Interest in working for a global digital store with millions of monthly users

We are also expecting:

• Relevant Bachelor or Master degree and +4 years of relevant work experience
• Experience with leading digital content production processes and using a content management system
• Experience with producing content for digital media in a commercial environment
• Advanced knowledge of a web analytics tool would be an advantage
• Ability to work together with remote teams and travel between Tartu and Helsinki

Application period is open until **3rd of February, 2019**.
The position is located in Helsinki, Finland or Tartu, Estonia.