



Senior conversion strategist. Job description.



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This job description sets out the scope of the role of **Senior conversion strategist** at Fresh Egg, together with the main duties of the post at the date when it was completed. It does not include or define all tasks which the post holder may be expected to carry out. Duties may vary from time to time without changing the nature of the post or the level of responsibility. The post holder may also be required to carry out any other duties as required by their line manager.

1. Reporting to

Head of conversion services

2. Scope of role

This role will be responsible for working with a portfolio of clients to lead the analysis of quantitative and qualitative data sources regarding the usability of websites or web applications. This analysis will be used to identify onsite and offsite conversion issues and propose educated and elegant solutions. The role also involves testing said solutions in a scientific manner in order to confidently improve conversion performance and report ROI to clients.

The role also involves being a thought leader in the industry and helping to develop Fresh Egg's conversion services to ensure they are best in class and deliver maximum profitability for clients and for Fresh Egg.

3. Main responsibilities

Conversion services strategy

- To work closely with clients to build up an accurate picture of target audience demographics
- To use demographic and psychographic information to identify key user journeys and interaction points with a website, app or any other interactive interface
- To use in-depth knowledge of target audience groups and their motivations/fears to construct optimised journeys from first touch point to conversion, and beyond
- To pool results from all data sources to construct informed and high-quality hypotheses that suggest solutions to remove specific blockers and/or enhance persuasive signals for users
- To design (wireframe or mock-up) proposed solutions that meet the criteria of the hypotheses, taking additional input from clients and internal Fresh Egg teams where relevant

Analytical and technical

- To carry out, where appropriate, the actual build of new design/functionality variations on websites so that they can be tested against a control
- To review various quantitative data sources such as site analytics data and heat maps to help identify where customers are running into usability or conversion blockers at various stages of their journey
- To review qualitative data sources such as results from user-testing and visitor surveys, as well as manual (heuristic) reviews, to help build a picture of what the usability or conversion blockers are for users.
- To analyse data for live websites or web apps, but could also take place for any product concepts or even wireframes

- To prioritise hypotheses that are to be split tested by scoring them against various criteria in order to test and find changes that deliver the best ROI in the shortest time frame
- To build robust split tests using a testing platform such as Optimizely or VWO and carry out quality assurance on any proposed solutions before releasing them into a live environment
- To monitor the progress of tests, interpret their results and draw additional critical insight from them by analysing the deeper segment data once tests have completed
- To use ingenuity and experience to work around complex testing blockers

KPIs and reports

- To report to clients and internal Fresh Egg stake holders on the progress and results of experiments (including actionable insights) in person or via conference calls
- To provide clients with accurate and understandable reports showing their return on investment from conversion improvements
- To use experiment results to create and refine future testing hypotheses that aim to further improve user experience
- To contribute to the continual development of client reporting methodologies to ensure maximum efficiency, accuracy and value

Client focus

- To demonstrate commercial awareness to leverage the most relevant methodology tailored for the clients specific objectives and maximise effectiveness
- To maintain and develop client relationships to meet/exceed KPI targets
- To support the Head of Conversion services in preparing for client pitches and requests for proposals (RFPs)
- To provide continuous mentoring, tuition and guidance to colleagues and clients.
- To prepare and provide training, presentations and workshops for clients and/or colleagues as required
- To contribute to meeting or improving customer retention targets for Fresh Egg

Communication/best practice

- To work closely with the commercial team to identify and explore opportunities to cross-sell services and lead new client acquisition projects
- To contribute to the commercial and operational practices-up of a the CRO team (including R&D of new technologies) to improve its performance, efficiencies and profitability
- To collaborate with the design and development teams for on and off-site conversion optimisation projects
- To contribute to the Fresh Egg blog as required
- To represent the CRO team and the wider company at promotional events, delivering presentations where required.
- To support with the reviewing/screening of job applications to the CRO team
- To support with the interviewing of candidates for the CRO team and contribute to debriefing sessions
- To support the construction and maintenance of training programs for CRO team members and delivery training to junior team members where required

- To act as a mentor to junior team members, supporting them in all aspects of the job and facilitating their development and progression within the company.
- To review and provide feedback on the work of junior team members in a constructive manner

4. Key skills and experience

Excellent...

- Experience working in a digital marketing capacity (3+ years), delivering impressive return on investment for clients
- Proven experience in consistently delivering exceptional conversion performance improvements for ecommerce and non-ecommerce businesses
- Experience in working with businesses of various sizes, including national or international
- Working knowledge of Google Analytics
- Data analysis and data manipulation skills, including MS Excel
- Background in applying cognitive, social and situational theory into practice to inform web property usability and design
- Experience of running user testing sessions, as well as an excellent knowledge of other forms of qualitative data capture techniques
- Experience of creating innovative and elegant solutions to conversion issues or opportunities on web properties
- Knowledge of a range of testing platforms and proven examples of using them at an advanced level to run conversion tests
- Experience in interpreting conversion test results and using them to make sound recommendations for improving the performance of web properties.
- Experience in presenting pitches/proposals and reports to internal team and clients at all levels of seniority

Good...

- Knowledge of segmentation and personalisation principles and how they can be applied to web properties to improve UX
- Experience in mentoring junior staff in CRO principles to improve their ability

Bonus...

- Skill with HTML, CSS, JavaScript and jQuery would be a plus

5. Key behaviours

- Enthusiastic and self-motivated, with the ability to lead projects proactively
- Meticulous attention to detail, with an overall passion for continual improvement
- Thoroughly organised and always striving to achieve work efficiency
- Innovative and creative, but with the ability to adopt logical and methodical processes to aid problem solving



- Understanding and advocative of the use of robust data, as opposed to opinion, in finding the best solutions to problems
- Passionate about interpreting the cognitive, social and situational influences experienced by a brand's customers at all stages of their journey
- Acutely irritated by poor design and UX, and constantly imagining ways in which both could be improved to help users
- Credible and articulate, with excellent communication, presentation and interpersonal skills