

## Role Description

Role:	<b>Senior conversion strategist</b>
Business function:	Conversion services
Reporting to:	Head of conversion services
Managing:	N/A
Prepared on:	16 <sup>th</sup> June 2016

### 1. Purpose and Scope

The purpose of this Role Description is to describe the **Senior conversion strategist** role.

To carry out research and analyse quantitative and qualitative data sources regarding the usability and persuasive power of websites. Identify conversion issues or opportunities and propose logical solutions. The role also involves testing said solutions in a scientific manner in order to confidently improve conversion performance and report ROI to clients.

To support and mentor team members.

*This role description is not inflexible but is an outline and account of the main duties and capabilities. The role holder should however carry out any other reasonable duties commensurate with the role, as the needs of the company require.*

### 2. Role Responsibilities

#### 2.1 Key responsibilities

- To mentor team members enabling them to achieve their performance targets
- To support pre sales activity
- To work closely with clients to build up an accurate picture of target audience demographics and utilise this information to identify key user journeys and interaction points with a website, app or any other interactive interface
- Construct and carry out research, then review resulting quantitative and qualitative data to identify what the usability or conversion blockers and opportunities are for users.
- To pool results from all data sources to construct informed and high-quality hypotheses that suggest solutions to remove blockers and/or enhance persuasive signals for users
- To design (wireframe or rough mock-up) proposed solutions that meet the criteria of the hypotheses, taking additional input from clients and internal Fresh Egg teams where relevant

- 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. Set up 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 split tests, interpret their results and draw additional critical insight from them by analysing the deeper segment data once tests have completed
- 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.

## 2.2 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, demonstrating the 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

## 2.3 Best practice and organisation

- To keep fully up-to-date with industry developments
- To identify, evaluate and share resources, tactics and techniques, freely sharing knowledge, insight, best practice and ideas across the agency
- To represent Fresh Egg at industry events when required and to represent the Company in a professional and knowledgeable manner
- To maintain a strong understanding and high proficiency of use of key analytical, market intelligence tools and Fresh Egg proprietary tools

Key behaviours should be aligned to core values at all times.