

## Role Description

Role:	Conversion Services Director
Business function:	Conversion services
Reporting to:	Head of Conversion Services
Managing:	Conversion strategists
Prepared on:	25 <sup>th</sup> November 2020

### 1. Purpose and Scope

The purpose of this Role Description is to describe the **Conversion Services Director** role.

To take strategic responsibility, as the CRO lead across a selection of our key accounts, providing clear guidance and steering the CRO programme, working with the rest of the team to remain on track.

To be responsible for achieving significant results through the successful delivery of optimisation strategies. To combine a clear, decisive and confident strategic approach with hands-on technical and analytical expertise and a strong commercial focus.

To manage multiple stakeholders at different levels of seniority, building strong and trusted relationships and delivering conversion-related recommendations to senior-level client contacts with assurance and gravitas.

To support the Head of Conversion Services in driving forward the conversion services function, supporting and mentoring conversion services team members where applicable and working closely with other functional departments.

*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 Director responsibilities

- To have a supervisory responsibility and play a leading role in the delivery of client work within a multi-disciplined team
- To support the functional Head of in the creation and implementation of the strategy

- To have a thorough understanding of the services across Fresh Egg and how they integrate
- To support the team members in achieving their client objectives through specific strategies and tactics to achieve and demonstrate value
- (Optional) To line manage effectively through coaching style of management and to support them in achieving their objectives and overall career progression, carrying out all day to day elements to include hiring, appraisals, 121 meetings, team meetings, personal development plans, identifying training needs and performance management
- To ensure that HR are involved with key issues, contractual changes, performance and development

## 2.2 Key responsibilities

- To take strategic responsibility as a CRO lead across a portfolio of key accounts, working closely with clients to build up an accurate picture of their needs and respond appropriately with the right optimisation activities. Develop a strong understanding of the products, competition, industry, marketing goals and objectives of each of your clients to support this.
- To work with technical and client delivery teams to deliver best in class optimisation services and execute these to high standards
- To carry out quantitative analysis and conduct qualitative research to explore website conversion and user issues
- 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 use in-depth knowledge of data and target audience groups and their motivations/fears to construct optimised journeys from first touch point to conversion, and beyond
- 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
- 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 and build robust split tests (working with a cross functional team) using a testing platform such as Google Optimize, Optimizely, Monetate, Qubit, VWO. 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 work closely with the business development and client services team as required when devising and managing advanced strategies for high value clients,

and to work closely with the account management team to ensure that each client's account manager is kept up-to-speed with progress and results

- The role also involves being a thought leader in the industry and working with the team Head to help to develop Fresh Egg's conversion services to ensure they are best in class and deliver maximum profitability for both client and the agency
- To work closely with the business development team to identify and explore opportunities to cross-sell services and lead new client acquisition projects and support with presales activity
- To contribute to the commercial and operational practices-up of the CRO team (including R&D of new technologies) to improve its performance, efficiencies and profitability. To include initiating and carrying out objective testing of tools, resources and techniques
- To mentor team members enabling them to achieve development plans in line with their personal development
- To help define and support the strategy required to meet and exceed financial targets set for the Conversion Services team

### 2.3 KPIs and reports

- To measure the performance against delivery objectives across your assigned client accounts. To ensure delivery against all other key performance indicators agreed with the client services, business development team and the client. Report to the head of service area on performance against these objectives and targets
- To report to clients and internal Fresh Egg stake holders on the progress and results of experiments (including actionable insights)
- To provide clients with accurate and understandable reports showing their return on investment from conversion improvements. Reports to contain a robust description of monthly activity, suitable advice/insights, recommendations and a clear summary of performance against the key performance indicators and agreed metrics
- To contribute to the continual development of client reporting methodologies to ensure maximum efficiency, accuracy, value and that all reports are of a top-quality written standard and adhere to Fresh Egg brand style guidance

### 2.4 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

## Integrated digital marketing



- 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.