

Role Description

Role:	Head of conversion services
Business function:	Conversion services – Products and Services
Reporting to:	Products and Services Director
Managing:	Conversion services director, senior conversion services manager, conversion services manager
Prepared on:	01 August 2017

1. Purpose and Scope

The purpose of this Role Description is to describe the **Head of conversion services** role.

To successfully deliver conversion services activity achieving significant results for clients against their objectives. Leading the conversion services team supporting client strategy, delivery of activity and reporting on value.

Strategically running the conversion services function, with overall responsibility for quality and revenue.

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 Functional head responsibilities

- To support business growth with clear focus on clients and employees as part of the senior management team
- To create, maintain and communicate the inbound marketing strategy for each financial year, aligned to the company's growth, strategic direction and goals
- To thoroughly understand the digital industry and client businesses to enable driving of strategic plans
- To support the seamless delivery of all integrated services and alignment to company values and legal requirements
- To hold overall responsibility for function performance, budget and target achievement
- To champion continuous improvement for efficient processes and workflows
- To proactively help other teams and support business growth
- To support the team members in achieving their performance objectives through specific strategies and tactics to achieve and report on value

- To line manage the inbound marketing team 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 the HR are involved with key issues, contractual changes, performance and development

2.2 Client focus and communication

- 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
- 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 demonstrate commercial awareness to leverage the most relevant methodology tailored for the clients specific objectives and maximise effectiveness
- To manage high profile clients personally as appropriate and support and mentor the conversion services team to maintain and develop client relationships to meet/exceed KPI targets
- 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 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 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
- 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.
- To work closely with the commercial team to identify and explore opportunities to cross-sell services and lead new client acquisition projects and support with pre sales 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 contribute to meeting or improving customer retention targets for Fresh Egg

2.3 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 contribute to the continual development of client reporting methodologies to ensure maximum efficiency, accuracy and value

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 communicate team resource needs internally
- 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.