Role Description

Role:	**Senior conversion strategist**
Business function:	Conversion services
Reporting to:	Head of conversion services
Managing:	N/A
Prepared on:	14th January 2020

1.   Purpose and Scope

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

To develop and implement optimisation and personalisation strategies that support our clients' business growth.

To analyse quantitative and qualitative data sources regarding the usability and persuasive power of websites. Identifying conversion issues or opportunities and propose logical solutions.

To manage the implementation of split tested solutions from idea, through design and development to launch, working within a team of specialists.

To be fully hands on in terms of setting up tests, tracking, measuring and reporting on outcomes in order to confidently improve conversion performance and report ROI to clients.

To support and mentor team members, and to support on sales and marketing activities where required.

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 work closely with clients to build up an accurate picture of products, performance and target audience behaviours and to utilise this information to identify key user journeys and interaction points on a website or app

- To 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 communicate findings, recommended approach and solutions effectively to clients and work together with them on value-based prioritisation

- To design (wireframe or rough mock-up) or work with designers on proposed solutions that meet the criteria of the hypotheses, taking input from clients and internal Fresh Egg teams where relevant

- To maintain knowledge of key industry optimisation and personalisation tools including: Qubit, Monetate, Adobe Test and Target, Optimizely, Google Optimize 360, PageSense and AB Tasty (existing knowledge of some tooling is a must)

- To maintain knowledge of key industry analytics tooling including Google Analytics & Google Data Studio and Adobe Analytics

- 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 work with developers on coding the solution – supporting technical scoping, documenting build requirements and describing triggers for each solution

- To set up robust split tests, targeting and tracking using a testing or personalisation platform 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

- To act as account manager and project manager on certain client engagements and to work account/project managers within a team on others

- To mentor team members enabling them to achieve their performance targets

- To support pre-sales activity and lead generation marketing activity

- To be a thought leader in the industry and help 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, during business review meetings or via conference calls, demonstrating the 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 share results and learnings across the wider business where appropriate

2.3   Best practice and organisation

- To keep fully up to date with industry developments in optimisation, personalisation, user research and UX

- 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 split testing, analytical, market intelligence tools and Fresh Egg proprietary tools

- To align behaviours with Fresh Egg core values

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