



Brave digital. Expertly done.

Conversion Optimisation Consultant Job Description

CRO & UX

Greenlight Digital Ltd

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The home of **GREENLIGHT**

From flexi-time, on-site physiotherapy, 25 days' holiday entitlement, private medical insurance to ongoing training programmes and much more, we do our best to ensure everyone is able to work in a supportive, fun and engaging workspace that encourages growth and development.

WHAT
WE DO



Job specification

Title: Conversion Optimisation Consultant

Job purpose

We're looking for an engaged, goal-oriented, analytical, insightful and strategic Conversion Rate Optimisation (CRO) Specialist to drive performance growth for our clients' businesses by optimising their on-site conversion journey and maximising the potential to attract highly qualified leads and increase online sales. This role is ideally suited to someone with a strong focus on innovation and strategic, data-driven testing and analysis to improve user journeys, conversion rates, and ROI. The successful candidate will have robust hands-on knowledge of the CRO landscape, along with extensive knowledge of various A/B and MVT tools, as well as quantitative and qualitative research approaches.

Role & responsibility

- Devise and own an ongoing test/learn/iterate roadmap to optimise the on-site user journey, with the intent to drive a greater number of highly qualified leads and/or sales for our clients
- Create and track goal flows to identify pain points in the user journey and turn them into opportunities to improve conversion
- Build test hypotheses based on data insights and present the results to key internal and external stakeholders
- Closely collaborate with the wider agency teams, particularly SEO Specialists and PPC Specialists to ensure learnings are shared
- Identify opportunities for A/B/MVT testing, and helping to develop those ideas and analyse the results
- Support the sales teams and client services team to grow our UX/CRO client base
- Help spot opportunities for CRO projects across the existing client base
- Be an optimisation subject matter expert and centre of excellence for our clients
- Champion the benefits of conversion optimisation and personalisation internally within the company, and externally amongst our existing and potential clients
- Work closely with relevant teams on implementation of key projects

- Help build case studies that can be used for marketing purposes
- Support our UX Designer and Researcher in conducting audience research and interviews

Qualification & skills requirements

- Strong empathy and passion for user experience and CRO
- Knowledge/experience of a range of CRO tools and platforms
- Familiarity with UX-related fields including A/B/MVT testing, analytics and accessibility
- Excellent written and spoken communication skills, and able to use and interpret data
- Willingness to openly and positively give and receive constructive feedback with your teammates
- Strong project management experience with high level of written and oral communication skills
- Google Analytics Individual Qualification (GAIQ)
- A good knowledge of HTML/CSS is an advantage but not essential

What you'll get

Our employees make us who we are, so to make sure we attract and retain the best and brightest brains in the industry, we offer an attractive benefits package. As well as all the usual perks you would expect from a leading agency (stylish office, tick! Pool table, tick! Friday beers, tick! daily breakfast and fruit, tick!), here are a few more benefits we think you might also like:

- **Agency bonus:** Rewarding you for over-delivering on revenue and contributing to new business
- **Flexi time:** Do your daily hours any time between 8h00-18h30
- **Above-statutory employer's pension contribution:** It matters, so we make sure it's done properly (4% contribution)
- **Private medical insurance:** To keep you fighting fit and give you and your family peace of mind
- **Life assurance and income protection:** We know it feels good to be covered, just in case
- **On-site physio:** Fortnightly visits from a highly skilled and qualified physiotherapist
- **Yoga classes:** Weekly hour-long sessions for the yogis among us
- **Mindfulness sessions:** To teach you stress-busting, headspace-increasing techniques



Manifesto

We're a company of committed and curious people.

A group of diverse and expert minds, who understand that brands need to delight and reward if they're going to earn the right to talk with people.

So, we refuse to get by on 'best practice'. We don't see the point in phrases like 'user needs'.

Instead, we get to what people actually want.

We work with people who also trust their instincts and are just as bold with their vision as we are. People who know that to get noticed, you have to be different.

For us, it's all about marrying data with creativity, backed by bulletproof technology. A blend of hard logic with the kind of ideas that hit you with crystal clarity in the middle of the night.

Not head *or* heart. Both.

Our values



If it doesn't feel right, we speak out.

We act on our curiosity,
and question things



The devil's in it.

So, we keep our eyes on it.

Brands we've worked with

The electronics specialist
maplin

ebay

 HarperCollins.

ghd
good hair day, every day

BrightHouse


new balance

 Electrolux

LAURA
ASHLEY

THE
BRITISH
HOME
STORE

 HURTIGRUTEN

BURTON
MENSWEAR
LONDON

MASTER of MALT
keeping you in fine spirits since 1985


HISCOX

Rapha.

SIEMENS

Currys 

頑度乾燥(しなさい)
Superdry.


MILLENNIUM
HOTEL



Carphone Warehouse

VICTORIA BECKHAM

FOOTASYMIUM 

LIBERTY
LONDON

mbna

BBC

FURNITURE
Village

 **wex**
photographic


EURONICS


Legal &
General



Our story

Greenlight has lived and breathed digital since 2001, when we started as three people in an old North London print shop. Today, we're a full-service digital and commerce agency made up of 170 people, with a reputation for producing integrated, transformational strategies across the entire digital space.

We're still run by the very same people who set us up, and we're proud to be independent. It means we can move more quickly, boldly and effectively.

Our approach is data-led, and 100% audience focused, which allows us to solve problems in the most impactful and measurably effective way for our clients. Of course, all this would mean nothing without our incredible staff. Our teams are made up of some of the most skilled, passionate, and inquisitive minds in the industry. People who really care about making a difference, and who our clients genuinely enjoy working with.

It's this focus and passion that's seen us deliver innovative work for brands such as ghd, Dixons Carphone, Superdry, Furniture Village, and eBay in over 30 countries.

We're the people that grow our clients' business, by putting their customers first.

And with over 140 nominations and awards under our belts, we think we must be doing something right.