

CONVERSION RATE OPTIMISATION (CRO) SPECIALIST

Duration:	Permanent
Salary:	Circa £43,000
Job Level:	Level 4
Hours:	35 hours per week. Other flexible arrangements will be considered
Disclosure Level:	Basic. This role involves no direct or indirect work with children
Team:	Marketing Team
Reports to:	Senior Marketing Manager (Website)
Location:	Working from home and at 1 Westfield Avenue, London E20 1HZ

At the UK Committee for UNICEF (UNICEF UK), we pull together to achieve the best possible results for children in danger around the world. We believe in an inclusive workplace and in the power of fulfilled colleagues who share the same values and goals, enjoy their work and are motivated to do their utmost for children.

Our work is guided by the UN Convention of the Rights of the Child (UNCRC) and the Sustainable Development Goals (SDGs), which recognise the universality of children's rights.

ABOUT THE TEAM

The UNICEF UK Marketing Team delivers marketing to engage, attract and retain priority audiences. This team comprises of a diverse range of marketing skills, with special emphasis on digital, working in cross-disciplinary teams to deliver against wide range of objectives, spanning every stage of our supporters' journeys, from initial brand awareness through to leaving a gift in a will. We are a part of the Public Engagement Directorate and have an ambitious strategy to maximise the amount of income, influence and impact we deliver for children.

ABOUT THE ROLE

The CRO Specialist will play a leading role in the marketing website team, working closely with digital product and other teams. The role will support in achieving the marketing team objectives in line with our Public Engagement strategy. You will be responsible for leading and scaling the website experimentation programme to drive measurable improvements to the website performance.

WHAT WE WILL EXPECT YOU TO ACHIEVE

You will place audience insight at the heart of your project deliverables and maintain a high standard of performing, learning, and improving. You will manage our website experimentation programme, help prioritise, define objectives, measure impact and performance, and communicate effectively with other teams.

You will:

- Lead the website experimentation strategy, to create a scalable framework for optimisations in the context of our objectives, strategy, product portfolio and marketing campaigns.

- Lead the management and delivery of the website experimentation program, working collaboratively with multi-functional teams to develop and deliver the testing roadmap.
- Champion audience centricity and data-driven learning, using qualitative and quantitative data and user research methods to inform hypothesis development.
- Provide guidance and training on methodology, testing strategy, execution and reporting.
- Deliver learnings that drive continuous innovation of our website to reach, connect and convert more supporters, and deepen engagement with existing supporters more effectively.
- Support teams to plan effective marketing activity and projects related to your specialist area, providing informed recommendations and ensuring teams are supported to deliver effective marketing activity.
- Maintain platforms and tools relevant to your specialist area, establish frameworks and governance that enable Marketing teams to deliver effective marketing.
- Work with the team to lead or support website projects as required.
- Build effective working relationships across the organisation and with agency partners to ensure marketing objectives are achieved.
- Ensure all activity is delivering against pre-agreed objectives through excellent supporter experiences and with complete confidence in compliant data management and fundraising quality.
- Support the development of UNICEF UK's overarching marketing strategy.
- Demonstrate and model a commitment to our shared values, behaviours and inclusive practices (known as [Our Shared Commitment](#)) in all aspects of your work.

BEHAVIOURS, EXPERIENCE AND SKILLS

This section contains the essential behaviours, experience, knowledge and skills needed in order to be effective and successful in this role. All criteria in this section are essential.

Effective behaviours

Supporter driven and mission aligned

- Is committed to children and their rights and motivated to work towards achieving a world that is fit for every child.
- Uses in-depth knowledge of supporters, the market and the charity sector to predict future trends that impact upon supporters and their support.

Efficiency and effectiveness

- Manages conflicting priorities to ensure objectives are achieved and deadlines are met.
- Systematically plans projects to maximise performance and cost effectiveness.
- Communication.
- Anticipates and responds to the needs of an audience, adapting content, style, language and use of channel to deliver maximum clarity.

Creating and innovating

- Contribute ideas, approaches and insights that enable innovation.
- Scan the external environment for trends, insights, ideas and best practice that could benefit UNICEF UK's work.
- Demonstrate an appetite to continuously learn from digital media and tools.

Results focussed

- Prioritise and sustain focus on work that will have the greatest impact on agreed aims.
- Review results and extract learning to optimise future performance.

Relevant experience

- ☐ Experienced Conversion specialist with a background in planning and running website experimentation programmes.
- ☐ Experience managing and using relevant AB testing methods and tools (Optimizely, Google Tag Manager etc.).
- ☐ Experience in UX research and wireframing.
- ☐ Experience leveraging site and audience data to draw insights, build hypotheses and interpret results of experiments.
- ☐ Experience in governance and management of AB / optimisation programs, gained in the space of digital product management.
- ☐ Excellent understanding of writing best practice content for website and SEO.
- ☐ Proven record of highly effective project management – including coordinating colleagues across disciplines to deliver against common objectives.

Specific knowledge and skills

- ☐ Working knowledge of CRO, AB testing principles and toolkits, UX, SEO and content management systems (WordPress).
- ☐ Knowledge of Optimizely and other AB testing tools.
- ☐ Knowledge of using analysis tools (Google Analytics, Looker, Hotjar) and knowledge of research methods.
- ☐ Knowledge of HTML, JavaScript and CSS.
- ☐ Strong understanding of marketing principles and practice.
- ☐ Effective working knowledge of the key data protection compliance requirements as relevant to marketing activities.