

Head of eCommerce / Conversion Rate Optimization

Who is MedCline?

At MedCline, we are dedicated to helping the millions of patients who can't get a great night's sleep. Today, we help those suffering with nocturnal acid reflux, chronic shoulder pain, and positional sleep apnea sleep better at night and feel better during the day. Our non-invasive, non-pharmacological, clinically validated medical devices are engineered to provide customers nighttime relief.

We currently offer two patented, innovative sleep solutions. Our Reflux Relief System is a sleep system designed for those who suffer with nocturnal acid reflux/GERD and our Shoulder Relief System for those with chronic shoulder pain at night. We plan on expanding our product offering in the future to help patients with other medical conditions that benefit from an inclined, side-sleeping position.

We're a fast growing, privately held, profitable company, and we're looking to substantially increase our team in the next year to fuel our next set of product innovation and overall customer growth. We're led by experts in direct to consumer marketing; consumer health; and we all love a good night's sleep.

If you're passionate about growing your career with a fast moving, growth-focused company, we encourage you to apply and have a confidential discussion to explore if this may be the next best step in your career.

This Position:

As the first Conversion Rate Optimization leader at MedCline, you'll play a critical role to driving our company growth objectives. Your primary job is to maximize site conversion through data driven analysis, turning site visitors into informed customers. You're a data-driven, strategic thinker who acts on behalf of the website visitor first and aligns their experience on-site with our strategic goals. You can cut through the clutter, define a problem, and determine the most effective way forward.

What You'll Do:

Develop a systematic framework that includes testing, quantitative data analysis, tracking and recording of digital behavior, hypothesizing, analyzing, implementing, and iterating new site strategies.

Work closely with internal and external marketing members, inclusive of Paid Media, Paid Search, Technical Development, and Creative to propose and execute CRO initiatives.

Collaborate with internal team members and external agencies on a day-to-day basis regarding SEO initiatives.

Continuously develop and iterate upon the assets that help us market and sell our products. Work closely with internal and external Creative leaders to develop assets that best convey our brand and product story.

Determine the right product assortment, pricing, bundling, and upsell/upgrades to maximize customer adoption.

Establish measurable success criteria for each test and oversee the creation of reporting. Communicate test results and recommendations on permanent deployment of the tested changes to all impacted or interested stakeholders.

Build online review and reputation management strategies

Stay informed of recent trends in CRO and the tools of our business—including Shopify Plus, Google Analytics, Google Data Studio, Facebook advertising, and others—to ensure we're on the cutting edge of testing the best possible user experience.

Other duties as assigned.

What We're Looking For:

You've got a passion for driving successful customer outcomes. You're familiar with ecommerce, and love making decisions through data driven insight. You have:

- Hands on experience with A/B testing—a deep understanding of online experiments and how to set up testing in an ecommerce platform.
- Specific experience with Shopify or other ecommerce platforms; web analytics tools such as Google Analytics/Adobe Analytics; UTM parameters; and web optimization tools such as Optimizely/Convert/Google Optimize.
- An inherent understanding in recognizing and developing compelling assets and persuasive copywriting that drive conversion success.
- Proven experience and a deep understanding of statistics, web analytics, usability, design principles, the scientific approach, as well as qualitative and quantitative research.
- Adept critical thinking with a strategic approach to problem solving.
- An insatiable curiosity—and an inability to leave a problem alone until you've found one or many different potential solutions.
- Strong interpersonal skills and the ability to effectively communicate. You have the ability to communicate effectively orally and in writing, including presenting information to a small or large audience.
- Demonstrated proficiency in writing for digital advertising, landing pages, and on-page content.
- Advanced use of Microsoft Office Suite Applications, such as Word, Excel, Power Point, and Outlook. Knowledge of programming languages such as HTML, React, PHP, Liquid, etc. are a bonus.

In Addition:

- You're a team player—ideally a unique combination of humility (willing to do the dirty work) and ambition to drive the business and your career forward, and the ability to support/encourage your colleagues, moving everyone towards an aligned set of objectives.
- Bachelor's degree required; relevant experience in a digital marketing role, including ecommerce marketing, site management, product marketing, SEO, marketing analytics, project management; or an equivalent combination of education and experience.

Why Work with Us?

We're providing meaningful, life-changing solutions for those who struggle to get a good night's sleep based on certain medical conditions. We were recently ranked #96 on Inc. Magazine's Annual List of America's Fastest Growing Private Companies. And we're just getting started.

We offer a competitive salary; discretionary bonus plan; equity options; health, dental, and vision insurance; paid time off; and a retirement plan.

We're all currently working remotely from our headquarters in San Diego, CA. While we hope to return to our fun, collaborative, in-person environment at some point in the future, residence in San Diego is not a requirement for this position.

Equal Opportunity Employer

MedCline (Amenity Health, Inc.) is an equal opportunity employer and makes employment decisions on the basis of merit. Our policy prohibits unlawful discrimination based on race, color, religious creed, sex, gender identity, marital or veteran status, age, national origin, ancestry, citizenship, physical or mental disability, medical condition, genetic information, sexual orientation, pregnancy, or any other consideration made unlawful by federal, state, or local laws.