

The Wine Collective

Digital Optimisation Lead

Summary

As part of the Digital and Marketing team reporting to our Head of Digital, working cross functional with a team of amazing digital experts from UX, Personalisation and Data Science.

Will have the unique chance of building and owning the end to end management and execution of CRO in a dynamic and digital retailer with room to grow and expand your team within a business that is data first and excited to have AB testing informing the direction of their digital product and marketing.

Roles, Responsibilities & Opportunities

The key areas of responsibility for the Digital Optimisation Lead are;

- Be the subject matter expert in the business of CRO, Ecommerce, and digital analytics, with end to end accountability of tools and processes within the optimisation pipeline.
- Building and executing AB tests, reporting and amplification of results across the broader business, ensure that other teams have the ability to execute off the back of CRO insights.
- Be accountable for achieving budgets and conversion rate goals, collaborating in a cross functional team to drive best in class CRO driven initiatives with the digital and performance marketing team.
- Managing and maintaining a backlog of experiments that support the data lead development of new website features.
- Be the voice of A/B testing and experimentation within the business, leading the charge on driving a culture of data informed decision making.
- Expanding the CRO team to support the growth of experimentation within the business.
- Join a true digital powerhouse, with outstanding channel growth YoY
- Remote first work policy, great work/life balance, excellent culture built on career development and technology exposure
- Work across industry leading A/B Testing, Multivariate, Customer Engagement & Behavioural Analytics tools such as: Kamaleoon, MixPanel & Braze
- Work alongside an internal team of experienced digital natives specialising in Personalisation, Automation, eCommerce, Performance & Brand Marketing, UX/UI Design and engineering.

Experience Required

- 3+ years experience in digital optimisation AND Conversion Rate Optimisation, with hands-on experience in the execution of multivariate testing and end to end CRO programs.
- A strong understanding of digital journeys and consumer psychology.
- Data driven background, with an understanding and demonstrative experience of web analytics tools to analyse the customer journey and identify opportunities for improvement using both quantitative and qualitative data. (Google Analytics, Adobe Analytics, Fullstory, Heap, Mixpanel, Amplitude).
- Hands on experience executing dynamic tests in AB testing platforms (ie. Google Optimize, Adobe Target, Optimizely, VWO, Hotjar)
- Understanding of HTML, CSS, Javascript, and responsive web
- Strong understanding of digital marketing and digital experiences.
- Understanding of digital tag management such as GTM, Adobe tag manager
- Experienced with Agile ways of working

Probation Period: 6 Months