

Optimisation Executive

Date: 15-August-2022

Location: Egham, Surrey, UK (Hybrid)

Company: Webtrends Optimize

At Webtrends Optimize we help businesses increase online conversions. To maximise the ROI from their website and other digital assets with informed, data-driven decisions. With our simple approach and market-leading technology we enhance digital experiences and allow experimentation without restrictions, with an absolute focus on the customer at all times.

One size very rarely fits all, and that ethos is at the core of everything we do. It's why we offer a SaaS solution, a Managed Service or a hybrid of the two. Why we work with both agencies or directly with clients. And why all of our testing, personalisation and experimentation tools & features are available to every one of our clients and partners, with no hidden tiers or upgrades required.

Life at Webtrends Optimize is dynamic and full of opportunities, fusing the energy and enthusiasm of a start-up with the heritage of a well-established product, and the knowledge of a hugely experienced team that know the industry inside out. We can offer you the chance to create, learn and innovate; and also offer a flexible benefits package with a range of options to match your lifestyle.

Position Description

Webtrends Optimize is currently seeking an Optimisation Executive to work within the Client Services & Support team. This is an excellent opportunity for someone with a passion for improving User Experience (UX) to start their career in the world of Experimentation, Personalisation and Conversion Rate Optimisation (CRO).

The role reports to the Optimisation Solutions Manager and will be supporting the team of Optimisation Consultants (OCs) with their day-to-day client facing responsibilities, to deliver a fully managed or hybrid experimentation programme. With career progression opportunities to become an Optimisation Consultant, managing clients of your own.

Primary Responsibilities

- Project planning including the gathering, documentation and communication of requirements
- Supporting OCs with preparation of test reports, analysis documentation & client presentations
- Supporting OCs with the preparation and delivery of client calls and Quarterly Business Reviews
- Contributing to experimentation/test idea generation sessions
- Undertaking User Experience (UX) and/or industry and/or client specific research
- Creating A/B tests and targets using the Webtrends Optimize Visual Editor (WYSIWYG tool)
- Keep up-to-date with the advances in the Webtrends Optimize platform/solutions/technology

Interaction

This position operates in a team-oriented environment and is (initially) internally facing. As a result, the successful candidate will build and maintain strong and effective working relationships within the Client Services & Support team, as well as with the Product Development, IT, Marketing & Sales teams.

Required Skills & Experience

- Good understanding of Maths and Statistics
- Data-driven and comfortable with undertaking detailed analysis & research independently
- Organised, highly motivated and capable of working both independently & within a team
- Proficient in the use of a range of communication, presentation, and other business tools
- Excellent interpersonal skills and ability to communicate (orally and written) effectively
- Strong work ethic with a proven ability to be flexible, and handle, adapt, & overcome change

Preferred Skills & Experience

- Previous experience of using a Martech SAAS or digital marketing A/B testing platform
- Project Management experience
- UX / Design skills
- Experience with HotJar, SessionCam and Google Analytics
- Working knowledge of HTML, CSS, Javascript and JQuery

Working Conditions

- The position is located at our UK Headquarters in Egham, Surrey, UK
- Flexible home working policy (following probation period)
- Travel is minimal
- The job involves extensive time working at a computer
- Candidate must pass background check

Position Type

- Permanent, Full-time