

Optimisation Consultant

Date: 05-Sep-2022

Location: Egham

Company: Webtrends Optimize

Want to take your career to the next level? Come and join an award-winning UK technology company.

Webtrends Optimize is a leading vendor in the digital Experimentation and Personalisation space, providing #1 rated service to companies like Odeon Cinemas Group, Prettylittlething and Thomas Cook as we look to improve their onsite and in-app experiences.

Having grown over 40% year on year, life at Webtrends Optimize is full of opportunities. We support self-service customers as well as providing an all-encompassing fully-managed service, as well as customers in-between, and work alongside some of the most exciting digital agencies. 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 Consultant. In this role you will act as the main point of contact for your clients and partners to deliver state-of-the-art optimisation programmes for them. This includes ideation, roadmap building, project planning/delivery, data analysis and coordinating all internal team efforts to successfully deliver the agreed goals. You will also build and maintain exceptionally strong relationships with your clients, while advising them on how to apply quantifiable long-term optimisation strategies to their websites.

This position is a combination of project manager, conversion rate optimisation/data specialist, usability expert and marketing consultant and so experience in some, or ideally all, of these areas is highly desirable. The successful candidate should also have a strong technical understanding to be able to troubleshoot and solve technical issues, either directly, or in conjunction with internal technical teams.

Primary Responsibilities

As a consultant, you will be expected to:

- Manage project lifecycles to agreed-upon timescales
- Identify opportunities for experimentation based on solid research
- Form complete projects, and document them fully for the dev team to pick up
- Analyse the collected data to form an understanding of what the results mean
- Report back solid recommendations to the customer of where to go based on what you've learnt

To support the business, you should also have a strong desire to:

- Build solid relationships with our clients, including spending time with them at least quarterly.
- Support marketing initiatives, speak at webinars/events to share your knowledge, etc.

Interaction

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

Required Skills & Experience

- Solid background in the Digital Marketing, Web Analytics or UX space.
- Strong, clear communicator both written and verbally.
- Proven ability to manage technical and challenging projects.
- Ability to communicate using modern tools – Slack, Teams, Zoom, JIRA, Trello, etc.

Preferred Skills & Experience

- Experience of using Analytics tools (Google Analytics, Adobe Analytics), UX Analytics tools (Hotjar, Contentsquare, etc.), and/or A/B Testing platforms (Webtrends Optimize, Optimizely, AB Tasty, etc.)
- Strong quantitative skills and familiarity with statistical analysis or experiment design
- Experience with Business Intelligence Tools such as Tableau, PowerBI etc.
- Working knowledge of HTML, CSS, Javascript and JQuery, and Chrome Dev Tools
- Landing page design, copywriting and SEM/SEO skills/experience

Working Conditions

- The position is located at our UK Headquarters in Egham, Surrey, UK
- Flexible home working policy (following probation period). The team are typically in 2-3 days a week and work from home 2-3 days a week.
- Travel is minimal for core responsibilities, but you will need to visit customers quarterly.
- The job involves extensive time working at a computer
- Candidate must pass background check

We Offer

- Contributory Pension
- Private Medical Insurance
- Private Dental
- 25-day annual leave plus 2 paid charity volunteering days
- Hybrid working
- Critical illness and life assurance cover

Position Type

- Permanent, Full-time