

Conversion Optimisation Consultant

Date: June 2026

Company: Webtrends Optimize

Build your next chapter with one of the UK's fastest-growing experimentation platforms.

Webtrends Optimize helps brands like Odeon Cinemas Group, Virgin Wines, Dogs Trust and Halfords make smarter digital decisions through experimentation, personalisation and continuous optimisation.

We're one of the UK's fastest-growing experimentation and personalisation platforms, and we're just getting started. Whether we're supporting self-service users, delivering fully managed programmes or partnering with leading digital agencies, our focus is the same: helping businesses create better online experiences backed by data and insight.

We're also proud to be a certified B Corp, reflecting our commitment to building a successful business that creates positive impact for our team, customers and community.

If you enjoy solving problems, trying new ideas and working in a collaborative environment where your contribution genuinely matters, you'll fit right in. In return, you'll get the freedom to learn, innovate and grow, supported by flexible benefits that work around your lifestyle.

Position Description

Webtrends Optimize is currently seeking a Conversion Optimisation Consultant. 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 these areas is highly desirable.

In this role you will act as the main point of contact for your portfolio of clients/partners to deliver state-of-the-art optimisation programmes for them. You will lead ideation, own the roadmap, and see projects through the end-to-end cycle, from idea to analysis, insight and iteration. Most important, syncing with our customers and making sure we meet their goals and targets.

We are dedicated to building a diverse, inclusive, and authentic workplace. If you're excited about this role but your experience doesn't align perfectly with every bullet point in the job description below, we encourage you to apply anyway. You may be just the right candidate for this role or others on our team.

Primary Responsibilities

- Act as your client's primary point of contact for all day-to-day activities
- Use your experience in data and UX, as well as the team's, to propose test hypotheses and ideas to your clients
- Build solid relationships with the clients and their internal teams
- Lead weekly check-ins, quarterly face to face strategy sessions, and day to day communication
- Ensure timelines are met and oversee the project through the delivery phase
- Write and maintain solid project documentation
- Analyse the collected data to derive insights

Interaction

This position is both externally and internally facing. The successful candidate must have excellent communication skills and be able to build strong and professional working relationships with their stakeholders, both internally within the team, and externally, with clients, prospects, and partners.

Required Skills & Experience

- At least 3 years experience working in the Digital Marketing, Web Analytics or UX space
- Solid grasp of web technology – ability to explain what we’re doing to customers and perform basic debugging with them.
- Effective communication – both internally and to client stakeholders.
- Excellent organization, good attention to detail – able to research, plan and document things accurately.
- Flexible nature – requirements and expectations change. You will need to be able to pivot if the directive from the customer changes.
- Motivated, can-do attitude – able to research and think for yourself, as well as being confident in asking questions from the team to really understand what you’re working on.

Preferred Skills & Experience

These are not required but are all beneficial to this role.

- Experience working within a project management or account management function/role
- Experience in the Analytics, Experimentation, Optimisation, Testing or Personalisation sector
- Strong quantitative skills and familiarity with statistical analysis or experiment design
- Technical background/understanding of software development/web technologies
- Experience using Business Intelligence Tools such as Tableau, PowerBI etc.
- Working knowledge of HTML, CSS, Javascript 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 working location
- 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 & dental insurance
- 25-day annual leave plus 2 paid charity volunteering days
- Paid sick leave
- Life assurance & income protection from day one
- Employee recognition scheme with prizes to celebrate the amazing things you do
- Access to health & wellbeing support services
- On-site free parking

Position Type

- Permanent, Full-time