

Conversion Rate Optimisation Manager (Exodus, Headwater, Trek America & Grand American Adventures)

Location: Surbiton, Surrey

Business Sector: Travelopia Adventure Division

Function: eCommerce

Reports to: Head of eCommerce

Contract Terms: Permanent

Band: 5

Travelopia is a pioneer in the specialist travel sector and the largest provider of specialist and experiential travel, with a portfolio of more than 30 independently operated brands, most of which are leaders in their sector. Including sailing adventures, safaris, trekking, marine and polar expeditions – our brands are as diverse as they are exciting, creating unforgettable experiences for customers across the world.

The Adventure division constitutes several adventure travel brands including Exodus Travels, Headwater, Trek America & Grand American Adventures, and offers a diverse range of experiences to a wide range of discerning customers in multiple markets including the UK, North America and Australasia.

It's an exciting time to join as there are big growth opportunities across the brands, and big growth opportunities in marketing. There are new marketing channels to open-up, lots of interested customers to convert, incredible adventure images and video to be utilised, astonishing levels of customer satisfaction & heaps of passion for the brand. It all makes the marketing department a great place to work.

The marketing department covers Ecommerce, Brand & Acquisition Marketing, Customer Marketing, Creative & Analytics and is devoted to creating exceptional experiences for our customers through great content, amazing user journeys and impactful multichannel marketing activity. Customer insight, data and performance drives our thinking, ensuring everything we do is engaging & effective, timely & targeted and most of all customer led.

Converting the interest that customers show in our brands is critical to our growth plans.

As the CRO Manager, you will be responsible for ensuring that the four sites (Exodus, Headwater, Trek America & Grand American Adventures) are optimised to increase online conversion. You will take optimisation plans all the way from concept & design through to implementation & analysis. The optimisation planning will involve AB, ABN and MVT testing and you will be the go-to-person for this area.

You will have experience with data analysis, heat mapping and using results to influence decision-making. You will have AB testing experience and a strong understanding of UX to be able to formulate and create tests using our AB testing tool and provide analysis on the results.

This role sits within the eCommerce team reporting to the Head of eCommerce and will work closely with the Online Trading Manager, Online Merchandisers and eCommerce Assistant.

This role will be supported by a Conversion Rate Optimisation Assistant and will help to manage their workload, daily tasks and projects.

RESPONSIBILITIES:

- Manage the AB testing roadmap which will include idea conception, prioritisation and planning.
- Design & implement AB, ABN & MVT tests using AB Tasty.
- Work with the team at AB Tasty to use monthly support hours where necessary.
- Work together with the CRO Assistant to identify areas of improvement on the site and help build out testing ideas.
- Having significant contribution to the larger projects scheduled into the development roadmap.
- Produce UX designs for AB tests, new functionality and projects on the websites with input from the creative team.
- Create tickets for the development team to implement any successful tests onto the live sites.
- Use analytics, goals and funnel analysis to identify areas of improvement on the sites.
- Use innovative thinking to proactively suggest creative ideas to improve site engagement and conversion rates.
- Work with the OTM & the rest of the team to leverage data and customer insights to help transform the user experience in line with business goals.
- Work with the CRO Assistant to brief UserZoom with user testing scripts and to utilise their results and feedback for future AB tests & development.
- Regular communication with key stakeholders on requirements, test plans, live dates and performance.
- Be the go-to-person for UX and AB testing queries.
- Manage the workload of the CRO Assistant to ensure in-depth analysis of the current site to identify pain points and then analyse post changes to measure their impact.

SKILLS, EXPERIENCE, KNOWLEDGE AND QUALIFICATIONS

The successful candidate will have and be able to demonstrate:

- Advanced knowledge of conversion rate optimisation
- Advanced analytical experience, ideally Google Analytics
- Strong experience in AB, ABN and MVT testing
- Strong UX knowledge and design skills
- Proficient in Adobe suite, particularly Adobe Photoshop
- An understanding of the web development process
- Excellent attention to detail
- To be able to work independently but also collaboratively

The following would be an advantage for potential candidates:

- HTML, JavaScript & CSS skills
- Experience using the AB testing tool AB Tasty
- Experience using JIRA and an understanding of sprints
- Experience working with UserZoom or a similar user testing platform
- An understanding of content management systems
- SEO knowledge
- Experience in the travel industry
- A passion for our product and for creating the best experience for our customer

Travelopia

ABOUT YOU:

- A proactive, ideas person
- An innovative thinker
- Highly numerate and commercially aware
- Strong communication skills
- A creative eye
- A positive attitude
- Enthusiastic and willing to learn
- Confident and self-motivated with a strong work ethic
- A people person who is excellent at working with other people, teams and building relationships
- A problem solver – keen to understand customer needs and offer solutions

KEY RELATIONSHIPS:

1. eCommerce
2. Analytics
3. Marketing
4. Product
5. Sales
6. IT
7. Web Development
8. AB Tasty

How to apply

Please email your CV and covering letter to talent@travelopia.com quoting 'Conversion Rate Optimisation Manager'