



CRO Specialist: Sydney / New York

Reports to: Head of Strategy

The Opportunity

This position calls for you to connect the dots between data and a creative hunch. To be curious when you don't know the answer. To move beyond standard report generation by infusing everything you do with a dollop of data intelligence and creative smarts.

You will be comfortable not only mining data but also synthesising multiple data sources to generate not only relevant insights but to take it a step further into strategic recommendations and action plans.

You will be working closely with other strategy team member in social, UX and planning but you will have to operate at near autonomous levels from time to time. With that said, Orchard is a very collaborative and motivated workplace so working together as a team is not only the norm it is also one of our core values so you will always be supported when needed.

For our team, you are the go-to person for finding data, generating insights, identifying smart actions off the back of it. Your love of metrics is infectious and will earn you kudos across creative and the development teams.

For our clients, your ability to listen then ask smart questions about consumer behaviour and brand metrics brings gravitas. You can tell stories and sell strategic ideas in the way you present so being able to communicate at senior client levels will be paramount.

Key Function:

- Design, build and execute split testing, multivariate testing and other testing approaches for websites, emails and landing pages
- Report monthly on metrics important to the success of our client's online assets and identify anomalies or form hypotheses
- Own and manage the conversion rate optimization strategy for our clients



- Use analytics platforms, heatmaps and other methods or tools to monitor and analyze your client's conversion funnel
- Collaborate with UX, social or planning team to build user journeys and create wireframes to continuously improve user experience and increase conversion rates.
- Collaborate with the development team to implement tracking or ensure data updates are implemented correctly
- Prepare and present recommendations, reports, and findings from test results

Required Qualifications:

- Minimum 3 years of experience in CRO-specific role.
- Previous experience as a CRO specialist
- Experience with survey and testing tools (Optimizely, Qualaroo, Rivuu)
- Experience identifying and solving usability & UX issues
- Experience designing, developing and managing A/B and multivariate tests
- Experience with digital analytics platforms and data analysis (Google analytics, GTM, Datastudio, Supermetrics, Social analytics tools)
- Sufficient knowledge of data science to be able to brief in and manage data science agencies / businesses on more complex and trying projects should it be beyond your capabilities.
- Experience applying insight to Search Engine Optimisation (data, content, search variables) and with SEO tools (e.g. keyword finder)

Nice to have:

- CRM experience (e.g. Salesforce)
- SEO experience
- SQL, Data science skills
- Adobe experience (e.g. target, audience manager)

Attributes:

- Driven to improve our data products
- Keen to drive change and lead the development of new services
- Passion for insights (not just data!)
- Loves experimenting with new tools and plug-in products
- Ability to work independently and as a member of a team.
- Aptitude to develop and maintain strong working relationships internally and externally.



- Aptitude to develop strong communication and presentation skills.
- Ability to work effectively under deadlines and juggle several assignments simultaneously.

If you feel like this is the right job for you, would like to take your career to the next level, work in a great cultural environment that allows you to grow and enjoy work, please email your CV and contact details to jobs@orchardmarketing.com.au and we will arrange to meet you!

A little about Orchard

We are a full service digital creative agency who fuse art and technology to invent better outcomes for business and brands. We work with a number of leading client brands such as Electrolux, Asaleo, BT, Hyundai, Zoetis and Bayer to name a few.

Invent Better are two little words that define our big approach. It's a belief that creative technology solutions are the key to winning in today's digital age, and it's a formula that challenges us to engage with our clients in a way that encourages us all to push that little bit further every time.

It's this passion and approach that has made us one of Australia's largest digital marketing agencies.

Sydney | New York

Invent Better – make a difference