



SmartSearch Marketing Career Opportunity

January, 2016

Conversion Rate Optimization (CRO) Specialist

Company Overview

SmartSearch Marketing is one of the fastest growing agencies in the digital marketing industry. Founded in 1999 and headquartered in Boulder, CO, SmartSearch professionals are veterans in the digital marketing industry and thought-leaders in the search marketing community.

We're looking for exceptional people to join our team. Our values revolve around personal initiative, accountability for results, creative innovation, and a commitment to serving clients with excellence. Flexibility and autonomy are a big part of our environment as well as personal passion for continual learning and professional growth.

Conversion Rate Optimization (CRO) Specialist

As a key member of our Client Services Team you will work on several digital marketing teams and serve multiple clients. For each project, you "own" client satisfaction with respect to conversion improvement. You'll work to improve the usability, engagement and conversion of our clients' landing pages and websites. Your experience working in an agency where you've built a strong professional reputation and refined your client communication skills is essential to your success in this role.

You lead each client's Conversion Improvement Strategy, develop CRO plans, proactively manage conversion tests (on landing pages and on the website), and are personally accountable for improving conversion results.

You demonstrate exceptional client relationship skills in terms of communication, responsiveness, setting expectations, problem solving, personal rapport, building trust and fostering understanding.

You are a true expert in your field. You are passionate about staying "on top of your game" and proactively recommend appropriate usability and conversion-related innovations to clients.

Job Functions

- Creating an overarching CRO (Conversion Rate Optimization) strategy for clients
- Developing testing plans and schedules for websites and landing pages
- Ensuring your program is aligned with the client's business goals, brand identity and marketing program
- Defining CRO program goals, measurements and success criteria
- Proactively managing the clients' testing program in order to maximize results
- Implementing split testing, multivariate testing and other testing approaches to improve conversion
- Technical integration with various ad campaign platforms and clients' CRM and lead systems
- Documenting and presenting test results and findings
- Developing innovative ways to communicate with clients and report results
- Implementing process efficiencies around CRO and testing
- Pitching in wherever you can – we're a small team and sometimes another brain and an extra pair of hands is just what is needed

Job Requirements

- A BS/BA degree
- An analytical mind, and proven experience with data analysis and results reporting.
- At least 3 years experience working in a marketing, advertising or digital agency.
- Experience working directly with clients.
- Experience with face-to-face client communication and presentations.
- A passion for website usability and an understanding of proven conversion improvement principles.
- You take initiative to find and solve problems and do what it takes to improve results.
- You take personal accountability and ownership for your testing plans and client results.
- You are a mature professional.
- You are self-guided. You have self-discipline. You don't need much oversight or guidance.
- Strong foundational knowledge of HTML, CSS and JavaScript
- Passion for pursuing and absorbing all there is to know about marketing analytics.
- Experience with testing tools/platforms (For example: VMO, Optimizely, Ion Interactive)
- Experience setting-up, managing, and owning A/B and multivariate tests.
- A sense of urgency. You understand the importance of maximize results as quickly as possible.

- You are a “live-long-learner”. You are constantly self-learning new concepts, acquiring new skills, exploring and testing.
- Successful experience (and comfortable with) working from home – you are actually *more* productive in a home-office environment.

Benefits We Offer

- Competitive salary and incentive program
- Opportunities for professional growth and career development
- Being part of a dynamic, fast-paced agency environment
- Working with a team of incredibly talented professional colleagues
- The ability to work from your home office

How to Apply

Interested? Please send your resume directly to Dale Hursh @ dale@smartsearchmarketing.com