Conversion Rate Optimisation (CRO) Manager

Basic Job Information

Job Title	Conversion Rate Optimisation (CRO) Manager
Brand/Function	Audi, VWPC, CUPRA/SEAT, Skoda
Department	Marketing
Job Grade	D/D1
Location	Blakelands
Role Reports to	Digital Transformation Manager or Digital Manager
Direct Reports	0
Budget Accountability	No

Job Purpose

- Accountable for managing a programme of activity to constantly optimise the brand website and digital tools, in order to improve conversion and customer experience.
- Lead the CRO Managers within the Digital team, in order to have a direct impact on the customer journey, website performance and end sale metrics.

Key Areas of Responsibility

- Owning the conversion rate metrics across the platform and ensure performance is monitored and KPIs are achieved (including form conversion rates, lead generation etc).
- Be able to execute in-depth analysis into specific products, promotions and landing pages to deliver succinct, meaningful insights and actionable data through reporting.
- Recommend resolution to key site conversion issues as they arise.
- Analyse and interpret daily site usage data and trends through rich and deep data analysis, consumer research (quantitative & qualitative), usability studies to identify optimisation opportunities.
- Work closely the Brand Analytics Manager, reviewing the full sales funnel metrics for Direct and in-direct channels and take actions to improve conversion ratios.
- Feed insight into the Brand and Demand Generation team to build offers to drive performance.
- Tracking and interpret user behaviour to feed into future campaigns and to optimise the website effectively via tools / data sets from ContentSquare, CEP, CMP, CEM & Pysma.
- Own the entire testing process from scoping out requirements, collating technical specification, ensuring correct tagging/tracking, setting up and executing A/B tests, analysing the performance, making recommendations for site developments based on learnings from the A/B tests and other insight tools such as Psyma.
- Working closing with the wider Marketing team, generate testing ideas to support strategic business needs and to ensure the transformation of customer experience within our digital shopfront is continuously improving.
- Implementation of the optimisation roadmap.
- Communicate results to wider stakeholders.

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- Understand, communicate and work within any revised legal framework based on the introduction of any new Sales Channels.
- Ensure any revised ways of working are captured formally, introduced into the VWGUK/Brand processes and recorded in-line with Audit & Legal guidelines.
- Task ownership and responsibility for operational matters. Have an active involvement in any business transformation projects and workstreams.
- Support and take an active role in the establishment of the new processes, technology, ways of working, rules of engagement and business needs relating to business transformation projects.

Subject to the CRO team size in Brand, one CRO Manager will have responsibility for Direct Sales Channels –

e-commerce and direct sales specific elements for pre-golive.

- Work with the Digital Transformation and Optimisation Manager (If brand appropriate) to develop the e-commerce journey based on customer feedback and analytics.
- Establish base e-commerce performance and conversion metrics and relationship between e-commerce journey and the rest of the brand on-site journey.
- Work with brand senior team to understand reporting and governance requirements within the legal framework.
- Work with the wider marketing team to develop CRM assets to deliver against the UK-centralised e-commerce CRM framework for the brand.
- Work directly with either the Retailer Sales Team or Direct Sales Teams, understand the business targets and identify the funnel metrics needed across the digital platforms in order to achieve targets.

e-commerce and direct sales specific elements for post go live.

- Receive e-commerce specific offers from the Tactical manager and share with the Digital agency for implementation.
- Liaise with VWFS to get online presentation of offers signed off.
- Update messaging within the ecommerce journey within the CMS.
- Run A/B testing to solve e-commerce journey pinch points.
- Ensure appropriate tagging is in place to enable reporting and personalisation.
- Work with the Digital Transformation and Optimisation Manager to develop the future functionality requirements for the e-commerce journey.
- Own and implement necessary changes to transform the eCommerce customer journey from MPV to best in class in the automotive industry.

Compliance Responsibility

Working Relationships

- Digital Operations Team
- Marketing Department
- Network Sales, Direct Sales and One.Aftersales
- 3rd party agencies
- VWG IT and legal
- VWG CX Department
- VWFS Marketing & Digital Team

Skills

- Experience in optimisation, digital analytics or data/insights.

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- Expert use of customer experience platforms e.g. Google Analytics / Adobe
- Attention to detail despite a huge amount of content/data and frequent updates and changes.
- Confident approach to agency management, with an emphasis on building strong and effective relationships.
- Strong creative judgement.
- Highly organised, with the flexibility to manage and prioritise numerous projects at one time.
- Commercially aware and results orientated; able to analyse research and business data.
- Excellent verbal and written communication skills with the ability to gain commitment and approval from all levels of the business.
- In touch with latest technology developments.

Experience

- Experience in using digital insight and web analytics to define digital strategy

Qualifications

- GCSE including English and Maths (or equivalent)

Career Pathways

- Digital Experience Manager
- Digital Architecture Manager
- Digital Content Manager
- Digital Transformation & Optimisation Manager
- Performance Marketing Manager

Version Control

Date	Version No.	Reviewed by	Comments/Action
From 2021 onwards document version control is controlled via SharePoint, the latest version of this document will be held on the intranet and therefore this document is uncontrolled if printed.			

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