

Title: Analytics and Conversion Executive

Reports to: CRO Director

Based at: The SearchStar office (central Bath)

Job Purpose: To join the growing Conversion Rate Optimisation team at SearchStar; providing support to the wider team and helping to accelerate the growth of this area of the business. The Analytics and CRO Executive will work closely with the CRO Director and the rest of the team to sell and deliver Analytics and Conversion Rate Optimisation projects to new and existing Clients.

Once established, we will expect you to have direct relationship with Clients and to help develop these relationships so the Clients become long standing, mutually profitable partners. You will learn as much as you can about their business, help give them an advanced Google Analytics set up and uncover (and test) the website improvements that have the most significant, positive impact on their revenue.

Furthermore, you will work closely with the wider SearchStar teams to uncover opportunities where CRO and Analytics can help to improve the performance of paid media activity.

Desirable: We'd love to find someone who already has the 'Google Analytics Individual Certificate' (GAIQ) and has experience of using Google Analytics and Google Tag Manager. If not, then be ready to tell us how keen you are to achieve the GAIQ (with our support) and tell us how interested you are in making websites work better. Plus, although we don't expect this person to be a web developer, we'd like someone with a technical appetite who isn't afraid to take a closer look at a website or tag.

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If you don't have the GAIQ then we will support you to achieve this within your first 3 months at SearchStar.

Tasks: You should expect to be working on things such as:

- Google Analytics Set-Up, Analysis and Reporting
- Google Analytics and Tag Manager Health Checks
- Support the CRO & Analytics team to deliver projects and objectives
- Client communication and management
- Presentation and Document writing
- Website and Landing Page reviews
- Wireframe production
- A/B testing set up and reporting
- Developing an expertise of a wide variety of CRO tools
- Project/Task Management
- Liaison and management of 3rd parties (e.g. Web Developers and Designers)

Demonstrating any experience and competence in the areas above will be an advantage.

Time and Focus

Your priority will be to help achieve the revenue target of the CRO team, while delivering excellent service to Clients. Working with the CRO Director you will also be given realistic individual revenue targets. You will be expected to aim to become an Analytics expert within SearchStar. Beyond this you will seek other areas in the business where you can add value, help other team members and improve results for Clients.