

Job description

Role

Senior CRO Strategist

Salary

Up to £55k depending on experience plus new opportunities incentive scheme and generous benefits package.

Candidates have the option of working in the London office, fully remote, or a hybrid mix of the two. However, day trips into London will be required on occasion for client meetings or company events.

Overview

This is a full-time, permanent role.

Reporting to the Head of Strategy, the Senior CRO Strategist is responsible for:

- Being the strategic lead on our CRO projects
- Delivering and / or ensuring delivery of CRO consulting projects
- Being a subject matter expert across CRO
- Line managing 2-3 direct reports
- Ensuring Mezzo Labs has a 'best in class' CRO offering, with well defined and templated processes

This role relies on a strategic mindset towards understanding and solving business problems, as well as having strong technical expertise.

This role would suit someone with experience of working in a digital team agency-side and who has successfully used testing and analytics tools to optimise online acquisition and conversion.

Objective

- The primary goal for this position is to maximise clients' satisfaction and to lead clients on a best-practise digital optimisation journey
- The secondary goals are successful management of a small team, with a focus on ensuring the team are as billable as possible, as well as taking responsibility for your personal professional development with Mezzo Labs' Training Academy

Typical daily activity

In a typical day, you could be:

- Working with clients to roadmap their Optimisation strategy
- Facilitating delivery of CRO projects by completing project components with the support of your team
 - This could include, but is not limited to:
 - Test ideation
 - Test prioritisation
 - Test build/QA/analysis
 - Creating reports
 - Enabling better CRO practises (automation, process enhancement)
- Showcasing Mezzo Labs' CRO offering to potential clients, and existing clients looking to engage

with CRO

It is a client-facing role and your work will be directly billable to clients. You will take ownership of a number of clients, lead client meetings and conference calls so you will need to articulate yourself clearly and logically.

Requirements

You will need to have:

- 3-5 years CRO experience
 - Both AB Testing and Personalisation
 - Growing CRO projects from infancy to maturity
 - This includes experience using testing tools, such as:
 - Optimizely (strongly desired)
 - Adobe Target (desired)
 - AB Tasty, VWO, Google Optimise (optional)
 - Experience with other tools which support CRO
 - Google/Adobe Analytics
 - Session recording/heatmapping tools such as Hotjar
- Preferably, you should have:
 - Experience in line management
 - Technical knowledge of HTML, CSS and JavaScript
 - Some experience of other key digital analytics concepts:
 - CDPs/DMPs
 - Tag management systems (Tealium, GTM)
 - Session recording/heatmapping tools
 - Sociability – be a generous and likeable team member
 - Curiosity – be energetic, positive, enthusiastic, with an enquiring mind

Personal development

You will be given the opportunity to learn various tools across the marketing analytics spectrum. We will help you get any certifications that will support your professional development, and are in the process of launching an internal training portal where you can develop your skills in line with where you wish to specialise.

Mezzo Labs sees itself as a talent incubator – we hire exceptional people and help them to grow their talents. We encourage you to join projects that stretch your capabilities and to attend training courses that accelerate your skills growth. You will define your own development path and work with your manager to grow and move up through the company. How quickly you do that is up to you. Our job is to support you on that journey.

We want you to be as happy as possible in your time at Mezzo Labs. We don't just say this - we mean it. We give all staff a personal structured life coaching programme, Inside Out. As part of this programme, you will have access to a dedicated life coach to help you define and reach your goals, whether they be in the workplace or outside. By the end, you will have written your own unique book – with your aspirations, your goals, and a plan of how to get there.

Background

Our mission at Mezzo Labs is to help customers maximise the value of their digital data.

We are experts in data strategy, data architecture, web analytics, CX analytics, insights generation, data science and conversion rate optimisation (CRO) and personalisation.

With offices in London, Hong Kong and Singapore, we have a team of talented data enthusiasts to help our clients make sense of their ever-growing streams of data. Our consulting team are certified in leading technologies, such as Google Analytics, Adobe Analytics and Tealium. We have also invested in developing our own proprietary machine learning software. This augments human expertise with artificial intelligence to ensure that no insight goes unnoticed.

We work with leading brands in financial services, travel, retail, telco and media. Whether you've just started your digital transformation, or are striving to reach "digital utopia", we have expertise to help you achieve your goals.

Our projects range from simple tag remediation and ad hoc reporting, to fully-integrated analytics implementations (including DMPs and marketing automation platforms).

Application

For more information, or to apply for this role, please email jobs@mezzolabs.com