

Role Profile

Role Title:	Department:
Conversion Optimisation Analyst	Digital
Reports To (Managers Title)	Location:
Head of Digital	London
The purpose of the role is to:	
<p>Encore is looking for an analytical and tech-savvy Conversion Optimisation Analyst to join the team to use your technical and commercial knowledge to implement website optimisation projects and identify areas for website improvement using strategic analysis.</p> <p>You'll be helping customers choose and book from over 400 products and services and experience the best of live-entertainment internationally. On a daily basis, you will monitor and evaluate website performance using a variety of tools such as Google Analytics and Hotjar. Using these insights, you will then hypothesise and create AB tests using Monetate for Conversion Rate Optimisation (CRO). This is a fantastic opportunity for a conversion optimisation analyst to thrive in an environment where creativity, data and behavioural insight collide.</p> <p>Encore operate a portfolio of websites, including a white-label platform which services over 250 partners, so the Conversion Optimisation Analyst role will be responsible for working across a number of different brands and UIs.</p> <p>Some of your typical duties will include, but are not be limited to:</p> <ul style="list-style-type: none">• Reviewing reports and funnels in Google Analytics to fully understand conversion data metrics by dimensions such as device, browser, geo-location and source, identifying customer pain points and opportunities to implement improvements across all points of the customer journey• Working alongside the UX/UI Designer to conduct user testing, interviews and surveys along with on-site tools such as Hotjar or CrazyEgg to observe user behaviour and gather feedback then translate in to requirements• Creating and manage an AB test plan, detailing hypothesis and success criteria for each experiment, then build the tests within Monetate targeting appropriate audiences• Report on the success of AB tests to the business, detailing performance and suggestions for improvements• Listening to and translating needs of Channel Managers, such as CRM and PPC, to test and implement improvements to conversion paths including landing page optimisation• Working alongside Business Analysts to document product requirements in to Jira, ensuring that developers are able to implement without ambiguity• Conducting UAT for the business, ensuring that all features are implemented as intended i.e. that end user experience meets/beats intended design and application• Championing a mobile focussed approach and design thinking culture	

A bit about us:

So far, we've helped 29 million people enjoy the best of London's theatre, attractions and live events since we started out in 2000.

Encore Tickets is an official partner of over 160 theatres and attractions and has been working closely with venues, producers and cultural institutions for many years to create exclusive ticket deals, access and unique experiences for Encore Tickets customers.

We bring you the widest choice of theatre available, from West End classics to new fringe productions, as well as attractions and exhibitions, with a choice of tickets to suit everyone. You can discover shows and events on our new website and book them with ease with our interactive seat picker. But you can also talk to us, as we are a team of 150 theatre and live entertainment fans based in central London.

We believe life's best experienced live, so we don't want you to miss an opportunity to get out to live theatre – it's a unique, captivating experience that makes you feel alive. So, we make booking tickets fast and simple and keep you up to date on the new shows that can't be missed – meaning less time spent on your phone or computer and more time having fun!

What we need from you:

- A working background in an eCommerce environment is essential
- Be highly analytical and solution-focussed, with a determination to succeed
- Have an advanced understanding of using Google Analytics to identify and report on conversion metrics, and a working knowledge of tag management solutions such as Google Tag Manager
- Communicate clearly and confidently on both a verbal and written basis, with the ability to influence at all levels
- Excellent time-keeping and prioritisation skills when working towards deadlines
- Experience in using UX design best practices to design solutions, and a deep understanding of mobile-first and responsive design
- Familiarity with A/B and MVT toolkits and examples that are now live and successfully adopted by customers and companies. Experience of Monetate would be preferential
- Ability to manage multiple projects at any one time and keep stakeholders updated with progress
- A self-starter with strong sense of ownership and taking pride in your performance and its impact on our customers and the company's success
- Be passionate about resolving user pain points through great design
- Be open to receiving feedback and constructive criticism
- Research and showcase knowledge in the industry's latest trends and technologies.

Additional Information

This role will be based in Encore's new head office in central London.