

TITLE: Global Digital Conversation Optimisation Specialist	
TEAM/PROGRAMME: Global Global Communications and Engagement Hub	LOCATION: Global, in any Save the Children office or home based. The role will involve up to 25% international travel.
GRADE: B	CONTRACT LENGTH: Permanent
<p>CHILD SAFEGUARDING: Level 2: <u>either</u> the post holder will have access to personal data about children and/or young people as part of their work; <u>or</u> the post holder will be working in a ‘regulated’ position (accountant, barrister, solicitor, legal executive); therefore a police check will be required (at ‘standard’ level in the UK or equivalent in other countries).</p>	
<p>ROLE PURPOSE: Save the Children is in the middle of its ambitious 2019 – 2021 strategic plan that looks to significantly increase our digital engagement with new and existing supporters to achieve our programmatic and advocacy goals.</p> <p>Both raising funds and engaging with our supporters through campaigning in digital channels are key to delivering to the strategy.</p> <p>This role sits within the Digital Public Engagement Team, a virtual team, which provides strategic support and specialist technical guidance to our 27+ Members, most of them in Asia, Oceania, Europe and the Americas. This team also focuses on reaching out to new audiences and engaging with them in non-member markets with a special focus on a list of key markets.</p> <p>As an Global Conversion Optimization Manager at our organization, you will be responsible for leading and managing the testing and optimization of key conversion points in the engagement funnel for non-member markets as well as supporting our member offices in this process.</p> <p>In coordination with other Int. Digital Specialists, the post is responsible for:</p> <ul style="list-style-type: none"> • Perform audits of SCI and key members’ web analytics implementations and make recommendations to ensure accurate tracking is in place. • Use qualitative and quantitative sources of data to develop and execute a conversion rate optimization strategy and testing plan. • Develop hypotheses and build and execute A/B or multivariate tests according to the optimization strategy and testing plan. • Recommend changes based on winning test results and leading the implementation of these changes in SCI website with the support of the in-house web developer and external agency. • Use an iterative approach to optimization, continuously taking test results and data into account in formulating new tests and hypotheses. • Help create initial, quarterly, and monthly reports based on test results and other ongoing initiatives. • Monitor industry trends and new product offerings to stay up to speed and ahead of the competition. <p>1 – Accelerating members’ capabilities by developing CRO specialist community that helps accelerating optimization through best practice sharing and innovation.</p> <p>2 – One-to-one support to key member offices so they optimize their websites and user journeys conversion rates through continuous A/B testing.</p>	

3- Leads SCI website and supports our digital engagement strategy in non-member markets by ensuring that SCI website and digital user journeys provide with new supporters and become a CRO model for member offices by doing **continuous multi-market testing in non-member markets and presenting best practices to members.**

4 – Supports global integration by leading a global SEO strategy, developing multi-market campaigns global dashboards in Google Analytics and identifying cost-saving opportunities by buying multi-market CRO licenses.

5 – Participate in the design and implementation of the Global Digital Public Engagement Digital Strategy.

In the event of a major humanitarian emergency, the role holder may be expected to work outside the normal job description and be able to vary working hours accordingly.

This role will involve the opportunity to travel for to participate in in-person team meetings and to support member offices.

SCOPE OF ROLE:

Reports to: Head of Digital Public Engagement

Number of direct reports: None

Budget Responsibilities: Directly responsible for CRO related projects budget. Indirectly responsible for meeting CRO expenditure and income goals in assigned markets, in line with agreed international growth targets.

KEY AREAS OF ACCOUNTABILITY:

I – Accelerating members’ capabilities by developing CRO specialist community that helps accelerating optimization through best practice sharing and innovation.

a) Benchmarking. In close coordination with the rest of the digital team and, member’s digital practitioners:

- Establish shared CRO key KPIs, collect, analyse and disseminate results for a bi-annual CRO global benchmark to key stakeholders.
- Help developing internal benchmarks and analyze external ones to identify needs, gaps and opportunities
- Follow up on actions to drive forward programs and deliver to targets
- Evaluate programs and suggest continuous improvement
- Other support as requested.

b) Skill Sharing: Develop communities of practice. Create closer links and greater dialogue between members’ CRO specialist

- Developing communities of practice through the organization of monthly calls with digital practitioners in close coordination with other members of Digital Team
- Developing communities of practice through the organization of in-person and remote skillsharing events and webinars.
- Create closer links between members and encourage a globally aligned approach
- Identify successful individual initiatives that have potential to be successfully scaled in other markets and share them with these markets
- Coordinate peer to peer exchange of expertise and promote talent management opportunities

across the movement

c) Knowledge Management: Provide a central point for knowledge management and sharing to improve the expertise on CRO across Save the Children.

- Create centralised collation and dissemination of best practice across the membership
- Responsible for keeping up to date the knowledge sharing platform on the international intranet
 - Best practices and experience from across Save the Children is easily accessible
 - All members know that these materials exist and know how to access them
- Develop “How to guides”
- Oversee the development and creation of a tool kit of key materials needed to start and scale up a CRO program.
- Identify successful individual initiatives that have potential to be successful in other markets and share them with these markets.
- Promotion and coordination of multimarket testing

2 – One-to-one support to key member offices so they optimize their websites and user journeys conversion rates through continuous A/B testing.

- Work closely with key members’ Digital Practitioners to optimize their websites and overall user journeys conversion rates. This would be mainly consultancy work but could also mean hands on support for a few key members.
- Help to hire local CRO specialists by providing with job descriptions, written tests and being part of the interview panel.
- Work with local markets to identify, engage and manage external partners and suppliers
Help to hire local agencies by providing with project briefings, contract templates, reporting templates and being part of the selection panel.
- Coordinate multimarket testing.
- Respond to requests for information from members on CRO.
- Provide direct ad-hoc support on other digital public engagement related activities as required

3- Lead SCI website and support our digital engagement strategy in non-member markets by ensuring that SCI website and supporter journeys become CRO model for member offices by doing continuous multi-market testing in non-member markets and presenting best practices to members

- Identifying key conversion points at all levels of the engagement funnel
- Optimize our supporter engagement conversion paths and increase funnel efficiency
- Testing and optimizing landing pages, website calls-to-action (CTAs), and lead-generating forms
- Recommend changes based on winning test results and leading the implementation of these changes in SCI website with the support of the in-house web developer and external agency.
- Collaborate with SCI teams responsible for blogging, email, social media, in order to optimize

each conversion path

- Regular monitoring and optimization of Global SEO

4 – Supports global integration by leading a global SEO strategy, developing multi-market campaigns global dashboards in Google Analytics and identifying cost reduction opportunities by buying multi-market licenses.

a) Leading a global SEO strategy.

- Understanding and optimizing our global digital presence in Google organic search results.
Year 1: Having a clear picture of the clicking choices users get in member and non-member markets when they search for Save the Children related keywords.

Year 2 on: With the support of an SEO agency, leading the development of the needed changes to simplify and optimize our global SEO.

- Coordinating the redirection of visitors to members' websites from countries outside their market (Ex: coordinating the redirection of UK visitors to the US website and vice versa).
- Coordinating the redirection of visitors from non-member markets to SCI website if this results in a better supporter experience.
- Coordinating the SEO management in SCI website with a focus in reaching to new audiences (B2C and B2B) in non-member markets.

b) Developing multi-market campaigns global dashboards in Google Analytics

- Development of Global Google Analytics dashboard for integrated campaigns and Global Moments so members can see real life the global progress of the campaign, learn from the experience of the others and make timely decisions to optimize their campaign's performance.

c) Identifying cost-saving opportunities by buying multi-market CRO licenses.

- In close coordination with SCI Digital Delivery Team, identifying potential cost-saving opportunities when buying multi-market CRO tools licenses (Ex: Discounts by buying website conversion rate optimization tools for multiple members)

5- Designing and implementing International Digital Public Engagement Strategy:

- Supporting the planning and budgeting process
- Development of impact reports and business cases
- Lead strategic projects as requested by the Digital Public Engagement.

External focus and Innovation: Ensure that Save the Children is staying abreast of channel developments and optimising the channel for the organisation.

- Be the international expert on CRO developments both internally and externally in order to share key learnings with markets who could benefit from that knowledge.
- Keep up to date with relevant trends and use of the channel in the commercial and non-for-profit sector and harness this to inspire and bring about advances in Save the Children's digital public engagement program.

Other tasks and projects as required in the Global Communications and Digital Engagement Hub.

BEHAVIOURS (SCI Values in Practice)

Accountability:

- holds self accountable for making decisions, managing resources efficiently, achieving and role modelling Save the Children values

Ambition:

- sets ambitious and challenging goals for themselves and takes responsibility for their own personal development
- widely shares their personal vision for Save the Children, engages and motivates others
- future orientated, thinks strategically and on a global scale.

Collaboration:

- builds and maintains effective relationships with colleagues, Members and external partners and supporters
- values diversity, sees it as a source of competitive strength
- approachable, good listener, easy to talk to.

Creativity:

- develops and encourages new and innovative solutions
- willing to take disciplined risks.

Integrity:

- honest, encourages openness and transparency; demonstrates highest levels of integrity

QUALIFICATIONS

- University degree in Digital Marketing, E-Commerce or other relevant professional qualification or experience

EXPERIENCE AND SKILLS:

Essential

- Demonstrable high level knowledge and at least five years of experience designing and implementing directly CRO programs with web analytics, A/B testing, and inbound marketing tactics in the profit or non-profit sector (ideally both at client and agency side). Proven success in delivering these programmes with demonstrated financial results.
- Proficient using smart CTAs and smart form features to optimize for lifecycle stage and progressively profile our supporters
- Advance level of knowledge and experience using Google Analytics
- Experience in HTML, CSS, JavaScript and/or jQuery.
- Experience working with popular keyword tools
- Knowledge and experience designing and implementing SEO optimization strategies
- Experience using major web content management systems including Drupal.
- Strong analytical skills
- Fluent in English, additional language skills would be an asset
- Capacity to build and maintain excellent relations and to work effectively in a multicultural and

multi-ethnic environment respecting diversity

Desirable

- Experience working internationally in a support role to a diverse range of markets
- Senior experience in the INGO sector.
- Experience in cloud-based CRM solutions a plus (Salesforce, Hubspot, etc).
- Proven project management skills delivering complex projects on time and on budget with a strong knowledge of all the financial aspects of digital fundraising/marketing including analysis of costs/income, ROI, conversion and donor/client retention data and all other relevant KPIs.
- Strong personal, organisational and self-management skills; with an ability to lead and work in teams and motivate others
- A self-starter using initiative to see opportunities to achieve objectives in this role
- Excellent communications skills, both written and verbal
- Strong IT skills particularly in Microsoft products
- Ability to articulate the work of Save the Children with passion
- A willingness to travel to support members directly or to relevant events as required.

Additional job responsibilities

The job duties and responsibilities as set out above are not exhaustive and the post holder may be required to carry out additional duties within reasonableness of their level of skills and experience.

Equal Opportunities

The post holder is required to carry out the duties in accordance with the SCI Equal Opportunities and Diversity policies and procedures.

Health and Safety

The role holder is required to carry out the duties in accordance with SCI Health and Safety policies and procedures.

Child Safeguarding:

We need to keep children safe so our selection process, which includes rigorous background checks, reflects our commitment to the protection of children from abuse.

Safeguarding our Staff:

The post holder is required to carry out the duties in accordance with the SCI anti-harassment policy