



# Conversion Rate Optimisation Specialist



## About Post Office Management Services (Insurance)

POMS is a customer focused organisation that relies on the Post Office Money brand, its network, customer data and marketing capabilities in order to deliver its plan objectives.

As an independent business, it was established in 2014 after the Post Office bought out the joint insurance venture between Bank of Ireland UK and Post Office. Our vision is to operate as a specialist broker. Our team has expanded significantly since then, as we continue to pursue our core visions to:

- Deliver operational efficiency, product and pricing flexibility resulting in greater control of, and access to, the value chain;
- Directly control customer management, policy conditions and retail pricing;
- Enter in to partnership agreements with Underwriters, Third Party Administrators, Software Houses and Consultancy firms to procure and develop the capabilities required in support of our chosen business model; and,
- Build a tangible asset for the Post Office.

POMS is a wholly owned subsidiary of Post Office and this means you are part of an organisation that is trusted by communities and consumers, putting its people and customers first. Together we have the opportunity to write the next chapter of an iconic organisation with over 300 years of history. We shape our future and each of us has the autonomy and responsibility to help create a business we can all be part of and proud of.

We know that the best way to provide a great service for customers is to evolve our business and adapt to their changing needs. We're improving our online and in store experience for customers because we know that our customers never stop changing, so neither will we.

We are working hard to ensure that the next chapter of the Post Office's history is a bright one. We are the current guardians of an iconic business and we want to hand over a thriving network of branches which can continue to provide essential products and services for our customers for many years to come.

This is a uniquely exciting and challenging time for the Post Office and for POMS – we're shaping the future and creating a business we can all be proud of.

We share the Post Office values of Care, Challenge, Commit.

### The basics

Job Title:	Conversion Rate Optimisation Specialist
Division:	Marketing & Digital
Business Unit:	Insurance
Budget Responsibility:	0
Number of Direct Reports:	0
Location:	Finsbury Dials

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### **The purpose of the role**

- Creation and communication of the CRO test plan for Post Office Insurance, driving increases in online conversion and customer value.
- Drive the online customer experience for insurance products using insight to identify UX pain points and recommending improvements.
- Design, build, run and analyse A/B and Multivariate Tests.
- Identify any gaps in web analytics, tagging or insight and implement tools to resolve.
- Provide ongoing funnel analysis and reporting on test performance.
- Work with external agencies to ensure tests are implemented on time and within budget.
- Work with internal IT and development teams on future product and customer initiatives.
- Ensuring all tests meet regulatory standards and are approved in line with the agreed process.

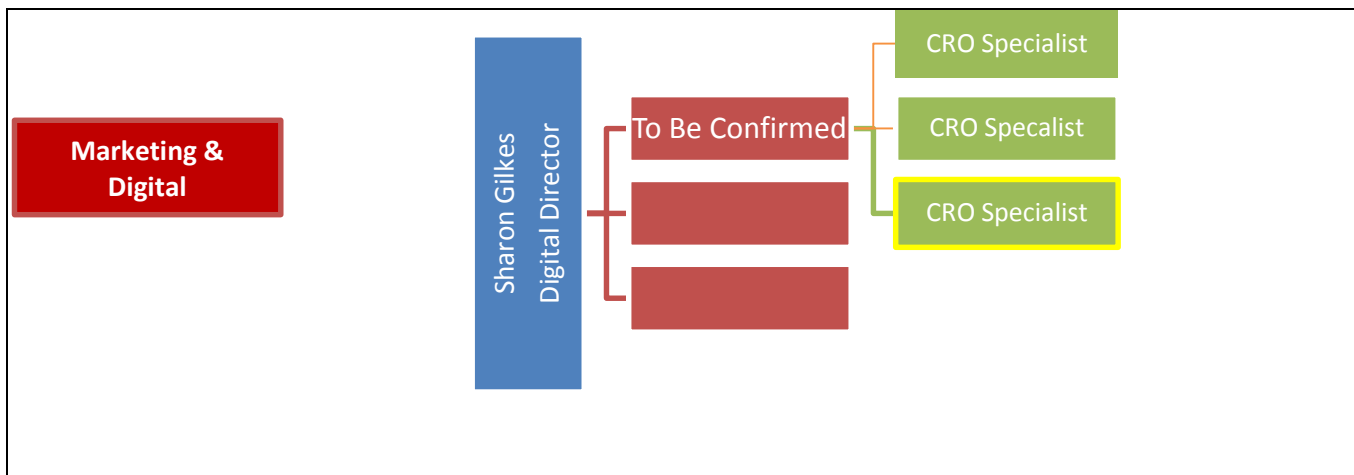
### **Principal accountabilities**

- Delivery of ongoing programme of A/B and Multivariate tests.
- Driving improvements in online UX.
- Agency management.
- External and internal stakeholder management.
- Production of reporting and insight.
- Ensuring regulatory compliance.

### **Qualifications, experience and skills**

- Experience working on or running conversion rate optimisation programmes aimed at improving the sales funnel and value per customer.
- Hands on experience with A/B testing tools.
- Excellent web analytics knowledge using tools such as Google Analytics, Adobe Analytics, Webtrends etc.
- Highly knowledgeable regarding UX and split testing.
- Excellent communication skills and experience with stakeholder management
- An understanding of HTML and CSS.
- Understanding of web development processes (e.g. Agile) and best practices
- Knowledge of the latest tagging/tracking techniques and best practices

### **Where does this role fit in with the rest of the team?**



## IT permissions

Please note that the following section is to be completed by the Line Manager:

IT permissions	
Job Role	Conversion Rate Optimisation Specialist
IT Equipment	Laptop, mobile phone; Desk top computer, Monitor, Keyboard, Mouse, desk phone
Applications	Microsoft Office 365, email account, Employee Interaction Centre, Success Factors (L&D); Sharepoint, Capita (travel), Reward site (benefits), Skype for Business, Lync 2013, Adobe Reader, Adobe Flash Player, Adobe Shockwave, Adobe Flash
Software Access	Duck Creek, Dalesridge
Other System/Application	HR Cascade
Approved by [System Owner]	
Job Title [System Owner]	
Date	