Do you want to join a fast-growing specialist CRO agency in a key client facing role? Would you enjoy driving the CRO strategy for multiple sites across a wide variety of industries? Browser to Buyer has a great opportunity for an experienced Principal CRO Consultant, in a role which reports directly into the CEO.

You’ll be responsible for leading CRO projects for 3-4 interesting and varied clients, working with our team of consultants, designers, developers, analysts and project managers to understand users, create and run split tests and ultimately to improve their conversion rate.

You will be working with our clients at director level, who really believe that CRO is critical to their business and will trust you to direct their CRO roadmap, whether that be testing changes to their website or their pricing, product or strategy.

Would you get a buzz from seeing even your most complex ideas being turned into tests quickly by our awesome design and dev team? Do you want the time and resources to carry out thoughtful research and truly understand your clients’ businesses? Then come and join Browser to Buyer! We’re all remotely located (and always have been), we encourage flexible working and offer a generous salary package.

**The role:**

You will be responsible for managing the testing strategy and client relationship and will be accountable for the results for 3-4 clients:

- **Testing strategy**
  - Direct and carry out qualitative and quantitative research to identify barriers and motivators, supported by expert analysts.
  - Identify data-backed test hypotheses which address barriers and motivators found through research
  - Come up with creative test ideas
  - Ensure the client has a full roadmap of tests on an ongoing basis
Delivering Tests:
- Working alongside our UX designers to turn your test concepts into effective changes to increase the conversion rate
- Present research and test ideas to the client and agree the testing roadmap
- Analyse and evaluate tests and discuss these weekly with the client
- Devise test iterations on concepts
- Capture results so that the Sales and Marketing team can develop content for marketing purposes.

Ultimately you’ll be accountable for creating and delivering a successful CRO programme for your clients – ensuring they get significant increases to their conversion rate and view you and the company as a trusted and valuable partner.

About you:
- **Strong and proven ability to increase conversion rates (CRO)** - Proven experience running research-backed optimisation on a wide variety of websites.
- **Great at building client relationships** - The role is more than just creating tests and getting results. As a consultant you will build a strong relationship with the client, understand their business and ensure that you’re always meeting their goals. Experience in a client-facing agency role or at managing multiple stakeholders within a business is highly desirable.
- **Analytical mindset** – You are comfortable delving into data and know how to use it to gain insights into your clients’ businesses. Whilst we have Analysts who will do the heavy lifting for you, you will need to determine what data to ask for and be confident in interpreting the results.
- **A strong understanding of the principles of CRO**
- **Experience using Google Analytics or other analytics platforms**
- **Experience using research tools** such as Hotjar, CrazyEgg or similar

We’re looking for someone who:
- **Shows empathy** - identify with the client and understand their point of view, recognising their frustrations, difficulties and successes.
- **Is practical and pragmatic** - we’re driven by data and statistics but don’t get caught up in unnecessary processes. Make the right decisions for clients and solve only the problems you need to - don’t get caught in the weeds.
- **Is business focused** - understand the client’s business deeply. Know where their costs and benefits are and link your work to them. Understand our business and the value of our clients. Know when to spend money to solve problems, but be aware of unnecessary costs.
- **Has a can-do attitude** - get creative and try to solve problems.
- **Is a true expert** - you should be an expert but also act like one. Get respect from others and bring gravitas
Benefits
Browser to Buyer is a friendly, positive and self-driven team. We build strong and friendly relationships with our clients, through deeply understanding their businesses and putting their interests first, aiming to become a trusted partner and make them “clients for life”.

Some of the benefits you will enjoy when working for Browser to Buyer are:

- **Remote working** - work from anywhere in the UK/Europe. We have always been a fully remote business. As this is a client facing role, you may also need to travel occasionally to client sites for meetings or pre-sales meetings. This is likely to be 6-12 meetings per year, primarily in the UK.
- **Face-to-face meetings with the CEO** - We believe in the benefits of face-to-face interaction and we’ll meet in person for one day typically 4-8 times a year, to share knowledge and discuss client work
- **Flexible working hours** – start early or late, your choice
- **25 days holiday plus bank holidays**
- **Generous company contributory pension scheme**
- **Choice of Windows or Mac laptop**
- **Private healthcare** – opportunity to take part in company scheme
- **Professional and personal development** - through training courses and attending conferences
- **Budget for home working setup** – desk, chair etc

To apply:

Please [send your CV and a covering letter to careers@browsertobuyer.com](mailto:careers@browsertobuyer.com), telling us about your previous relevant experience and why this role interests you.

We carry out all our recruitment in-house, so AGENCIES, don’t call us, we’ll call you. Any speculative CVs will not be bound by any terms and treated as a gift to us.