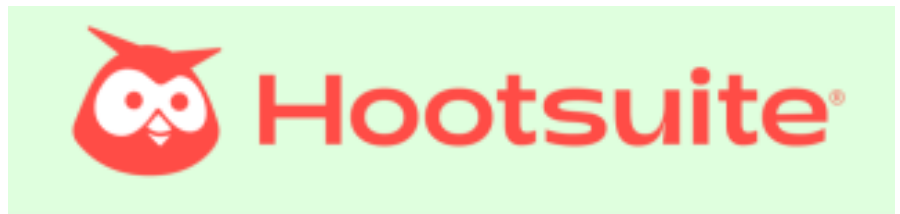


## Manager, Web Experimentation

Phone :  
Web :



### Job Summary

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Vacancy :  
Deadline : Sep 27, 2024  
Published : Aug 27, 2024  
Employment Status : Full Time  
Experience : Any  
Salary :  
Gender : Any  
Career Level : Any  
Qualification :

## Job Description

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### ROLE DESCRIPTION:

We're looking for an experienced and creative leader to own the web team's experimentation program and work to optimize customer acquisition. You will work closely with web and growth marketers to validate hypotheses that drive our ecommerce and sales-enabled businesses. You are an expert in growth optimization and you know which levers to pull to increase conversion rates. You'll be working to actively anticipate potential challenges and emerging trends within projects, and quickly and effectively recommend solutions. You are motivated by learning what triggers our users to sign up and engage with our product.

### WHAT YOU'LL DO:

- Lead the entire CRO/experimentation lifecycle on Hootsuite web properties. Oversee ideation, prioritization, execution/implementation, measurement, and iteration. Own the testing roadmap and reporting process for high-impact optimization initiatives
- Perform full scope of people management duties including hiring, coaching, development, performance management, and DE&I.
- Develop and maintain the processes, systems, technologies, and guidelines for web experimentation at Hootsuite
- Prioritize and roadmap experiments and initiatives in order to meet and exceed growth targets
- Own and improve specific growth metrics and KPIs such as acquisitions, upgrades, engagement, activity, retention, churn.
- Use website analytics and insights to inspire data-driven CRO hypotheses and strategies.
- Rapidly ideate, launch and analyze an ambitious number of low-complexity CRO tests
- Collaborate with web, copy, design, SEO and engineering teams to ideate and design experiments, and implement wins across relevant channels
- Work cross-functionally working groups in ideating and executing high-complexity tests
- Challenge and support the Web Growth team to think bigger and bolder and see experimentation as an incredible enabler of bold and radical thinking
- Using first principles and our track record of success, document and share experiment insights, wins and failures across the organization, including senior management and leadership
- Consult as a subject matter expert across the organization
- Perform other related duties as assigned

### WHAT YOU'LL NEED:

- 8-12 years experience and understanding of web testing methodologies, CRO and growth marketing, preferably in B2B SaaS, or equivalent combination of education and experience
- Advanced knowledge of tools and technologies of web experimentation: Mutiny, Tableau, 6Sense, Salesforce, basic SQL, Google Sheets/Excel, GA4, HTML/CSS/Javascript, etc.
- Comfortable working in a results-driven culture with accountability for hitting targets
- Deep understanding of how digital marketing channels drive traffic and conversions
- Experience managing many projects at once using project management tools (Wrike, Jira).
- Explaining complex ideas, problems and solutions in clear language
- Working autonomously and collaboratively within teams.
- Commitment to Results: consistently achieves results, demonstrating high performance, and challenging self and others to deliver results
- Creativity and Innovation: seeks new and better ways of doing things, generates original and imaginative ideas, products, or solutions
- Priority Setting: focuses time/energy on the most important issues/opportunities. Clearly understand how to assess the importance of tasks and decisions
- Open Communication: clearly conveys thoughts, both written and verbally, listening attentively and asking questions for clarification and understanding
- Play to Win: challenges and supports others to get results but also develop new capabilities. Successfully develops the capacity and capability of the team.

### WHO YOU ARE:

- Tenacious. You are determined to succeed, and you are motivated by the success of customers, colleagues and the community.
- Curious. You are always learning and seeking ways to make things better.
- Conscientious. You keep your promises, taking your commitments to others seriously, and you have strong integrity.
- Humble. You lead with humility and empathy, respecting and learning from the perspectives of others

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In all we do, our six guiding principles light the way:

**Step Up:** Show the world what it looks like to live and work by these guiding principles. #StepUp

**One Team:** Make Hootsuite a place where everyone feels safe, welcome, valued, and empowered to do their best work without compromising who they are. #OneTeam #FreeToBeMe

**Customer Obsessed:** Focus relentlessly on helping our customers succeed. #CustomerObsessed

**Go Fast, Be Agile:** Widen our competitive advantage by committing to speed and simplicity over perfection and complexity. #GoFastBeAgile

**Play to Win:** Commit to building an incredible, profitable company for our customers, our employees, and our stakeholders. #PlayToWin #NoExcuses

**Neighbours & Allies:** Give back to our communities and be an ally. #SocialForGood #Allies

*Accommodations will be provided as requested by candidates taking part in all aspects of the selection process.*

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Canada Pay Range For This Role

\$96,100–\$134,700 CAD

US Pay Range For This Role

\$102,300–\$143,300 USD

**Education & Experience**

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**Must Have**

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**Educational Requirements**

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**Compensation & Other Benefits**

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