

Senior Website Conversion Manager



Phone :

Web :

Job Summary

Vacancy :

Deadline : Sep 23, 2024

Published : Aug 23, 2024

Employment Status : Full Time

Experience : Any

Salary :

Gender : Any

Career Level : Any

Qualification :

Job Description

Clio is more than just a tech company—we are a global leader that is transforming the legal experience for all by [bettering the lives of legal professionals](#) while [increasing access to justice](#).

Summary:

We are currently seeking a Senior Website Conversion Manager to join our digital team in Burnaby, Toronto or Calgary.

What your team does:

You'll be part of a team that values excellence and initiative, loves testing, and cares about results. As Senior Website Conversion Manager, your work will have an immediate and meaningful impact. You will be surrounded by a talented group of high-performing marketers, seasoned in SaaS and driven by collective success. This role will report to the Senior Manager, Digital Strategy, and work closely with demand generation, customer marketing, and marketing analytics team to maximize conversion and leads from digital efforts.

Who you are:

You are a results-driven digital marketer who can craft and execute on customer-centric website strategy that drives conversion. You are a strategic thinker and you create digital marketing plans that are grounded in data. You have a deep understanding of complex, multi-product and multi-region website funnels. You have established digital and conversion best practices for your organization based on continuous testing and experimentation. You thrive on a challenge of converting millions of web visitors to leads. You are known for your strong communication and collaboration skills and are energized by working cross-functionally with a team of growth and product marketing managers, UX designers, and web developers launching web experiences that maximize conversion. You are a self-motivated problem solver with a high sense of ownership known for your agility.

What you'll work on:

- Developing and executing a customer-centric Conversion Rate Optimization (CRO) strategy that maximizes conversion from global digital efforts;
- Owning the website conversion rate metric, and driving predictive growth in qualified leads from the website and landing pages;
- Driving a culture of testing, experimentation, and optimization; analyzing Clio's end to end marketing funnel, identifying areas for improvement and building plans to prioritize & capitalize on these opportunities;
- Analyzing multiple website funnels to drive strategic ideas for experimentation increasing revenue;
- Ensuring accuracy of data collected by setting up tracking mechanisms and validating data integrity through QA working with the Data analytics and Marketing Operations teams;
- Leading the implementation of experiments owning data analysis, experiment ideation, cross-functional alignment, planning and execution;
- Creating a center of excellence for digital experimentation and A/B testing;
- Administering Intellimize, our testing and personalization platform, which includes configuration of platform, test setups, success criteria methodology, and creation of audiences;
- Preparing regular reports and presentations for senior leadership, highlighting achievements, insights, and areas for improvement.

What you bring:

- 7+ years of direct experience working in digital marketing, website analytics, and A/B testing
- Proficiency in analyzing complex multi-product, region digital funnels and performance of digital marketing campaigns
- Proficiency with A/B testing tools like Intellimize, Optimizely, VWO (or equivalent)
- Proficiency with marketing analytics tools like GA4, Segment (or equivalent), Looker (or equivalent)
- Demonstrable expertise in optimizing websites and landing pages to drive incremental conversions
- Strong presentation and communication skills to distill results into actionable insights and recommendations
- Good understanding of HTML, CSS, and JavaScript.
- Strong project management skills and comfort with Asana or other project management tools
- Proven ability to thrive in a fast-paced environment with high expectations and tight deadlines

Serious bonus points if you have:

- Direct experience at a high growth SaaS company
- Copywriting experience

What you will find here:

Compensation is one of the main components of Clio's Total Rewards Program. We have developed a series of programs and processes to ensure we are creating fair and competitive pay practices that form the foundation of our human and high-performing culture.

Some highlights of our Total Rewards program include:

- Competitive, equitable salary with top-tier health benefits, dental, and vision insurance
 - Hybrid work environment, with expectation for local Clions (Vancouver, Calgary, Toronto, and Dublin) to be in office min. once per week on our Anchor Day.
 - Flexible time off policy, with an encouraged 20 days off per year.
 - \$2000 annual counseling benefit
 - RRSP matching and RESP contribution
 - Clioiversary recognition program with special acknowledgement at 3, 5, 7, and 10 years
- The full salary range* for this role is \$110,500 to \$138,100 to \$165,700 CAD.

**We aim to hire all candidates between the minimum and the midpoint of the full salary range. We reserve the midpoint to the maximum of the salary band for internal employees who demonstrate sustained high performance and impact at Clio. The final offer amount for this role will be dependent on individual experience and skillset of the candidate. Please note there are a separate set of salary bands for other regions based on local currency.*

Diversity, Inclusion, Belonging and Equity (DIBE) & Accessibility

Our team shows up as their authentic selves, and are united by our mission. We are dedicated to [diversity, equity and inclusion](#). We pride ourselves in building and fostering an environment where our teams feel included, valued, and enabled to do the best work of their careers, wherever they choose to log in from. We believe that different perspectives, skills, backgrounds, and experiences result in higher-performing teams and better innovation. We are committed to equal employment and we encourage candidates from all backgrounds to apply.

Clio provides accessibility accommodations during the recruitment process. Should you require any accommodation, please let us know and we will work with you to meet your needs.

Learn more about our culture at clio.com/careers

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
