

United Kingdom Jobs Expertini®

Conversion Strategist - Digital Transformation

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Company: ZEISS Group

Location: United Kingdom

Category: other-general

We're ZEISS Vision Care UK, based in Birmingham; an exciting place to work, where individuals make a real difference every day. As part of the ZEISS group, we are an international leader in the field of optics, with over 34,000 employees across 50 countries around the globe. As the branded leader in lenses, we offer premium and pioneering products; innovation is at the heart of everything we do. Our brand enhances the lives and vision of millions of people around the world. In fact, 2 people every second put their trust in ZEISS lenses. We are proud of our heritage and have been at the forefront of scientific discovery and innovation since our creation in 1846. We are a foundation; this means we reinvest 12% of our revenue to fund research and education, supporting progress within the optical industry and across the community. We are more successful today than we have ever been, having celebrated double digit growth for the past ten years. We're not stopping here because we are focused on accelerating our growth even further, aiming to double our revenue by 2025. If you want to be part of making this difference, then ZEISS Vision Care UK is the right place for you! The Digital Business Transformation (DBT) department is globally responsible for all customer and consumer facing digital interfaces, including ordering platforms. The conversion of consumers (lens buyers) to our customers (eye care professionals) plays a pivotal role in all our efforts at ZEISS Vision – for this we are looking to fill the horizontal role of a Conversion Strategist. As a Conversion Strategist you are leading the execution of our Conversion strategy at the global organisation at ZEISS Vision and to our local market organisations. You are the facilitator who aligns us all on one Conversion mission by orchestrating local markets, solution teams, and decision-makers. You

will train and upskill teams on the implementation of Conversion KPIs, and standardised data tracking and reporting processes. This role is globally responsible for enabling platforms across all Vision markets, with a focus on key markets US, China, Brazil, India, DACH, UK&I, France, Italy. Key stakeholders, outside of the DBT department are Vision Board of Management, other Marketing departments, Omnichannel Sales, country-based leadership, operational teams and ZEISS Meditec. Your key responsibilities are to: Roll out and amend a newly defined Conversion strategy to our global and local market teams, and enable a standard for Conversion tracking and reporting Lead the Conversion strategy roadmap in line with business prioritisations and timescales Lead the organisation into a new Conversion reporting standard including Conversion KPIs, targets, benchmarks and success stories Introduce and develop a culture of experimentation to measure, build and learn about successful conversion initiatives Closely collaborate with other specialised teams such as the UX and Data teams, as well as Digital Solution teams, e.g. Digital Marketing, B2C Website, eCommerce, to constantly uncover Conversion opportunities Lead the redesign of the ECP Finder and support the solutions listed above In collaboration with data expert colleagues: Conduct conversion flow analysis (marketing, tools, web analytics and sales) Develop and promote mechanisms to be able to trace the ultimate conversion to purchase and brand loyalty Optimise conversion moments based on analytics data, A/B testing data as well as qualitative insights Requirements Education Degree qualified Work Experience: Minimum 7 years Evidence of effective global and executive stakeholder management Digital transformation experience Experience creating, communicating and implementing a strategy or department vision and roadmap Proven business impact as a result of digital product or strategy ownership Specific Knowledge/Skills A strategic, data-driven mindset and the ability to think cross-functional The ability to navigate a complex multi-market landscape, and to find efficient and feasible solutions to problems that arise from distributed processes A motivation to continuously explore new ways to unlock the ultimate conversion to purchase and brand loyalty Demonstrable people management and people development skills Strategy ownership Results focused delivery and accountability

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