



## Job Description

<b>Title:</b>	Conversion Optimisation Lead
<b>Type:</b>	Permanent, Full time
<b>Start date:</b>	ASAP
<b>Hours:</b>	40 hours per week
<b>Salary:</b>	Competitive, dependent on experience
<b>Location:</b>	This role is 100% based at our new HQ in Aylesford, Kent

### Who is Must Have Ideas?

Whilst still only young, we're one of the UK's fastest growing ecommerce brands, helping over 2 million customers 'Discover Something New' every year. One in six homes in the UK now have one of our clever, problem-solving products and we're widely recognised as one of the leading ecommerce innovators of the past few years. Named by The Sunday Times as the 66<sup>th</sup> fastest growing company in the UK, we're a British success story and our incredible growth isn't stopping any time soon. We would love you to join us on this exciting journey!

### The Team

You'll be working with a group of great people who think independently but collaborate as a strong team to deliver exceptional results. Career progression? Absolutely - there are plenty of opportunities to grow and develop, as our rapid growth continues.

### We're fully office-based

We believe that we are at our best when we're together, and that's why our team fully works from our office from our swanky new base in Aylesford, Kent. Being together facilitates superior collaboration, encourages conversations, and sparks creativity. And there's some pretty sweet incentives to coming to the office, too, including free breakfast every day!

### This Role

This is an excellent opportunity to join us on our fast-growth journey! We're looking for a Conversion Optimisation Lead to join our team to super-charge our website conversion rate and maximise sales through the power of data-driven design. This is a unique role and we're looking for a very special person; you need to be both a skilled designer and be able to interpret test-result data (oh and you need to dabble in code, too).

Reporting directly to the Head of Marketing, you'll lead on creating ideas and hypotheses on our website UX and UI design, imagery and copy. You'll implement split-tests and analyse the data to determine what works and what doesn't, what helps and what hinders conversions. Over time you'll become super familiar with what words, images and styles resonate with our audience and encourage them to click 'buy'. It's an enormously satisfying position, knowing that you have helped lift conversions, through the clever use of copy, imagery and design.

Your responsibilities will include:

- Collaborating with our design and development team, together with other stakeholders, to help drive the user experience on our website and soon, mobile app
- Leading weekly conversion optimisation strategy meetings with management
- Formulating ideas and hypothesis to keep our testing roadmap full
- Implementing design changes necessary to test ideas and run split-tests using Google Optimise and our own, in-house software, SPARK
- Interpreting raw data test results, turn them into insights and presenting those findings to senior management

You'll excel in this role if you have the following skills & experience:

- Some experience with design software, preferably the Adobe Creative Suite
- A working knowledge of basic front-end development including HTML & CSS
- A demonstrable ability to interpret data (preferably split test results)
- You must be interested in what makes people click 'buy' and how they can be encouraged to do that more often
- Some experience of ecommerce would be helpful
- Experience using Google Optimise, Google Analytics and Klaviyo would be advantageous, but not essential.

### **What's it like to work here?**

We know that our people are key to our success. That's why we strive to make MHI a great place to work – just ask our team. It's a friendly, welcoming and fun environment here. We've worked hard to create an amazing experience for our people because we know that workplace happiness goes way beyond just your salary. We're proud to offer one of the best packages of team perks in the area including:

- Private healthcare
- Free breakfast every morning
- Paid sick leave
- Flexible hours
- Minimum of 25 days holiday per year as standard (plus more the longer you stay)
- Buy or sell holiday
- Generous paid maternity & paternity leave
- Your birthday off work every year
- Free electric vehicle charging
- Free car washing every month
- Regular team & charity fundraising events
- Free products from our range
- Generous staff discount on our range of products
- Free personal use of company vans
- Company pension
- Salary sacrifice schemes (cycle to work, electric car leasing)
- Season ticket loans
- Casual dress code
- Free and unlimited fruit, sweets, cold & hot drinks

### **What happens next?**

If we think you could be a good fit, we'll be in touch to arrange an initial call to get to know you. If all goes well, you'll be invited to come and see our new state-of-the-art facilities and for a more in-depth conversation. We may ask you to complete a small task to show us your skills and there may be a second interview stage, too. This is an excellent opportunity to join us while the company is still young and to be part of our high-growth journey, with all the opportunities that brings.

Must Have Ideas Ltd is an equal opportunities employer and we're working hard to build a diverse and inclusive workforce.