CONVERSION RATE OPTIMIZATION SPECIALIST

DISTINGUISHING FEATURES OF THE CLASS: This position within the business development and marketing team at Ulster County BOCES involves the responsibility for performing digital marketing tasks involving the optimization of lead generation and conversion strategy for new and existing business. The incumbent is tasked with designing and managing strategies to convert online visitors into leads, applicants or students. The work involves developing, managing and optimizing the website and social media landing pages, mobile applications, and lead generating forms in an effort to promote the agency's programs and recruit more applicants and students. The work is performed under the general supervision of a higher-level designated employee with wide leeway allowed for the exercise of independent judgment and initiative in work methods. Supervision may be exercised over the work of others. Does related work as required.

TYPICAL WORK ACTIVITIES: The typical work activities listed below, while providing representative examples of the variety of work assignments in the title do not describe any individual position. Incumbents in this title may perform some or all of the following, as well as other related activities not described.

Develops and manages key "conversion to business" points in the digital marketing channel;

Develops, manages and optimizes landing pages, website calls-to-action, mobile applications and lead generating forms;

Coordinates and assists key staff responsible for blogging, email and social media, in order to maximize successful "conversion to business" pathways;

Designs digital marketing strategies to increase "conversion to business" and client engagement rates;

Conducts user experience (UX) research using a variety of applications and methods, both quantitative and qualitative, to improve return on investment (ROI);

Utilizes information gathered from web analytics, user segments and audiences to maximize successful "conversion to business" from every marketing effort;

Develops and manages marketing strategies and campaigns for the agency;

Analyzes key metrics and tweaks strategy as needed;

Analyzes, reviews, and reports on effectiveness of marketing campaigns;

Communicates market test ideas and plans to senior agency leadership;

Assists senior leadership team with all aspects of product/service development and project management.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS: Good knowledge of the use of website and social media platforms for business marketing purposes; good knowledge of digital marketing principles, practices, terminology and methods; good knowledge of the layout and design of promotional material; working knowledge of web analytics and testing platforms; ability to prepare narrative and statistical reports using computer software; ability to gather and organize pertinent data; ability to conduct quantitative and qualitative research; ability to communicate effectively both orally and in writing; ability to establish and maintain effective working relationships; detail-oriented; initiative; resourcefulness; tact; courtesy; good marketing skills; good judgment.

MINIMUM QUALIFICATIONS: Either:

A. Graduation from an accredited college or university with a Bachelor's Degree in Digital Marketing, Marketing, Business, Economics, Statistics, Information Science or a closely related field and one (1) year of work experience in developing and managing marketing campaigns; **OR**

B. Graduation from an accredited college or university with an Associate's Degree in Digital Marketing, Marketing, Business, Economics, Statistics, Information Science or a closely related field and three (3) years of work experience in developing and managing marketing campaigns; **OR**

C. Graduation from high school diploma or possession of a high school equivalency diploma and five (5) years of work experience in in developing and managing marketing campaigns; **OR**

D. An equivalent combination of training and experience as indicated above.

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Classification: Competitive
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