

CRO Audit Specialist (Remote)

Introduction

ConversionWise helps brands turn clicks into customers with our proven conversion rate solutions! Since 2013, Oliver and Andy have formed a global team of over 60 CRO experts, leading over 3000 projects for brands like GFUEL, The Messi Store, The Essence Vault, SlimFast, BodyBuilding.com, and celebrities like Manny Pacquiao and T-Pain.

As we continue to grow, we are looking for a talented **CRO Audit Specialist** to join our team.

This role offers the opportunity to combine your expertise in CRO with our proven methodologies to produce detailed audits that drive value for e-commerce brands. You'll be working closely with the co-founder, Oliver Kenyon, and our sales team to create visually stunning and insightful audits that lead to meaningful conversations with prospective clients.

Roles and Responsibilities

- Deliver 3-5 comprehensive CRO audits per week, focusing on UX, UI, and heuristic analysis, without direct access to client data.
- Work with audit templates and Miro boards to create visually engaging and insightful reports for e-commerce brands.
- Provide actionable CRO recommendations that can improve site performance and increase revenue per visitor for prospect brands.
- Collaborate with Oliver and the sales team to target potential clients for free audits, and assist in the delivery of these audits on prospecting calls.
- Present audits confidently to prospects via video calls, with the ability to upsell CRO services based on findings in the audit.
- Stay up-to-date with the latest CRO trends, tools, and best practices to ensure audits reflect cutting-edge strategies.

Qualifications needed:

- Minimum of 2 years of experience in CRO, UX/UI design, or a related field.
- Proven experience in creating detailed and visually engaging audits or reports.
- Strong understanding of conversion principles and how they apply to e-commerce.
- Experience with Miro or similar collaboration tools is a bonus.
- Fluent English speaker with excellent written and verbal communication skills.
- Confidence in delivering presentations to clients and suggesting CRO improvements.
- Comfortable on camera, with the ability to present professionally to clients and prospects.

Skills Needed

- Deep understanding of CRO principles and how they apply to UX/UI design.
- Ability to conduct heuristic analysis and suggest CRO strategies based on user experience and site structure.
- Proficiency in design tools such as Figma, Adobe XD, or similar, to visually present findings in audits.
- Strong attention to detail, with a focus on creating audits that are both visually beautiful and data-driven.
- Ability to interpret website behavior and provide actionable, conversion-boosting insights.
- Presentable, confident, and able to upsell CRO services during client-facing calls.
- Strong organizational skills, able to manage multiple audits simultaneously and deliver high-quality results within tight deadlines.

A Typical Day

- Review the list of e-commerce brands sent by Oliver and the sales team for auditing.
- Complete 3-5 detailed CRO audits per week using templates and Miro boards, focusing on UX, UI, and heuristic analysis.
- Meet with Oliver and the sales team to discuss audit targets and sales strategies.
- Participate in video calls to present audits to prospective clients, upselling services as part of the conversation.

What You'll Get

This is a flexible and fully remote role. We offer flexible working hours but expect prompt and efficient communication within the respected hours to ensure a high-quality service worldwide. You will be reporting directly to the Design team lead.

Perks

- Competitive salary package
- Company-wide reward and incentive scheme
- Comprehensive training and support
- Regular performance reviews and goal setting
- Casual dress code and regular company outings
- Pension plan
- A rewarding, supportive environment driven by a team with purpose

What We Need You To Be

- Analytically minded

- Proactive
- Ready to learn and grow
- Able to manage multiple tasks efficiently
- Possessing a basic understanding of CRO principles (further training will be provided)

As a team, we're constantly growing and learning together, so questions are always welcomed. We're looking for a team member who is eager to hone their skills, voice their ideas for process improvements, and contribute to the overall growth of the organization.

Remuneration

To be discussed based on experience (very competitive).

Contact

Please send your CV, relevant experience and design portfolio to oliver@conversionwise.com

Join our team at this exciting time - we're eager to welcome you!