

VACANCY

POSITION:	Web Optimization Specialist
UNIT:	Digital Media Unit
PLACE OF WORK:	Save the Children Italia (Roma) with overseas travel where required
LINE MANAGER/REFERENT:	Head of Digital Media
MANAGEMENT RESPONSABILITY:	Si
BUDGET HOLDER:	No

INTRODUCTION TO SAVE THE CHILDREN

Save the Children is the world's leading independent organisation for children.

OUR VISION is a world in which every child attains the right to survival, protection, development and participation.

OUR MISSION is to inspire breakthroughs in the way the world treats children, and to achieve immediate and lasting change in their lives

Save the Children Italia (SC Italia) was created as an ONLUS in 1998 and is now a prominent member of Save the Children International.

SAVE THE CHILDREN'S VALUES:

ACCOUNTABILITY: We take personal responsibility for using our resources efficiently, achieving measurable results, and being accountable to supporters, partners and, most of all, children.

AMBITION: We are demanding of ourselves and our colleagues, set high goals and are committed to improving the quality of everything we do for children.

COLLABORATION: We respect and value each other, thrive on our diversity, and work with partners to leverage our global strength in making a difference for children.

CREATIVITY: We are open to new ideas, embrace change, and take disciplined risks to develop sustainable solutions for and with children.

INTEGRITY: We aspire to live to the highest standards of personal honesty and behavior; we never compromise our reputation and always act in the best interests of children

To finance our work we depend on the support of the general public, volunteers, the corporate sector, governments and international donor agencies.

JOB PURPOSE

To significantly grow Save the Children Italy digital fundraising income as well as the engagement of web prospects through a compelling acquisition funnel and a great user experience design.

RESPONSABILITIES:

- To design and manage web properties to create and to ensure needed requirements implementation and to make a relevant work on *conversion improvement*.
- To identify, analyze and implement ideas to improve conversion rates and the online users experience on various web properties by applying a deep understanding of our sites, our traffic patterns, our donors/prospects and factors that influence conversions and donations.
- To focus on owned media in terms of web properties as well as email donors journey, in order to optimize conversion of the traffic delivered by digital channels and campaigns and to give relevant feedbacks to fine tune the online marketing activities.
- To constantly identify top priorities in terms of conversion improvement opportunities, through a deep understanding of digital marketing and overall fundraising objectives.
- To set-up a site testing process across all our web properties, by making actual registration process, cross-sells, confirmation pages, post registration, welcome emails, etc.
- To manage A/B and multivariate testing, creating reports and guidelines for conversion analysis, using Google Analytics, Optimize or other tools.
- To translate requirements into analytics solution design specifications for internal web staff and external web agencies that work on our web properties.
- To support the design of paid media campaigns to increase traffic volumes and conversion.
- To provide a constant advisory for marketing material, ranging from web sites, landing pages, banners, emails and more.
- To support the analysis of online marketing campaigns and to provide a constant advisory for web analysis patterns and best practices in order to support marketing staff in their work.
- To communicate conversion funnel learnings and results across the Digital Unit and the Marketing Division in order to design efficient campaigns and to create a shared culture on conversion improvement.
- To work closely with the Digital Media Unit and the Marketing & Communications Division.

EXPERIENCE AND QUALIFICATION:

- A minimum of three years demonstrated experience in web/conversion optimization, preferably in e-commerce sector.
- Strong knowledge and experience with web analytics and A/B and multivariate testing platform such as Google Analytics and Optimize. Proficiency in landing page optimization and best practices.
- Strong knowledge and experience with web analytics to drive strategic interpretation of marketing activities and develop insight that positively impact on decision-making.
- Good knowledge of mobile channels, its main platforms, and mobile users behavior characteristics.
- Proven experience and knowledge of website design and management, web usability and accessibility issues.
- Solid skills in HTML, CSS, image editing systems (e.g. Photoshop).
- Technical skills needed to interface between marketing and technical environment; a working knowledge of the internet technologies and its capabilities, server environments and ads delivery.
- Good knowledge of SEO and SEM, pay per click advertising, online affiliate marketing, display advertising, direct email marketing is required.
- Awareness, understanding and genuine interest in current and emerging digital technologies and trends.
- Understanding of fundraising principles.
- Proven effective communication skills. The job will require excellent writing and oral skills.
- Strong organisational and project management skills.
- Ability to priorities work and respond to a fast changing environment.
- An awareness of the role of strategic management, and an ability to recognize the impact of decisions.
- Proven ability to develop good and effective working relationships both with colleagues and with SC International and members, who are based throughout the world.
- Commitment to Save the Children's aims and objectives.

SKILLS AND BEHAVIOURS (OUR VALUES IN PRACTISE):

Accountability:

- Holds self accountable for making decisions, managing resources efficiently, achieving results together with children and role modelling Save the Children values.
- Holds the team and partners accountable to deliver on their responsibilities – giving them the freedom to deliver in the best way they see fit, providing the necessary development to improve performance and applying appropriate consequences when results are not achieved.
- Creates a managerial environment in-country to lead, enable and maintain our culture of child safeguarding.

Ambition:

- Sets ambitious and challenging goals for self and team, takes responsibility for own personal development and encourages team to do the same.
- Widely shares personal vision for Save the Children, engages and motivates others.
- Future oriented, thinks strategically and on a global scale.

Collaboration:

- Builds and maintains effective relationships, with own team, colleagues, members, donors and partners.
- Values diversity, sees it as a source of competitive strength.
- Approachable, good listener, easy to talk to.

Creativity:

- Develops and encourages new and innovative solutions.
- Willing to take disciplined risks.

Integrity:

- Honest, encourages openness and transparency.
- Always acts in the best interests of children.

PERSONAL SKILLS AND OTHERS:

- Demonstrable commitment to the vision, mission, values, principles, aims of Save the Children.
- Sensitivity/appreciation of diversity and ability to derive added-value from it.
- Proven ability of team working.
- Self motivated, flexible and proactive.
- Good analytical skills with the ability to identify key points from complex material or information.