



## **Conversion Coordinator – Lead Up Media Ltd.**

We are seeking an experienced and highly skilled Conversion Coordinator to join our team. The Conversion Coordinator reports to the Operations Manager and is responsible for analyzing and optimizing our clients websites and marketing campaigns to increase conversion rates and drive business growth in line with company objectives.

### **Functional Areas of Responsibility**

- Developing marketing strategies to increase conversions from online sales.
- Working with various digital marketing tools and platforms to manage accounts.
- Providing feedback to the rest of the marketing team on sales, funneling, and conversions.
- Assisting in the creation and management of marketing campaigns.
- Participating in strategic sessions relating to marketing and digital profiles.
- Training members of the marketing team in conversion skills.
- Monitoring key metrics and maintaining conversion rates for the business.
- Conducting performance tests, such as A/B testing, bottleneck analysis, and usability testing.
- Explaining indicators and performance to management.
- Ensuring that all marketing content follows conversion-related best practices.
- Compile reporting for management and clients to summarize campaign performance.

### **Professional Competencies**

- Passion for Search and internet marketing.
- Outstanding ability to think creatively, and identify and resolve problems.
- Attention to detail and the ability to effectively multi-task in a deadline driven atmosphere.
- Ability to clearly and effectively articulate thoughts and points.
- Ability to learn new industries and new business types quickly and can apply this knowledge to internet marketing initiatives and achieving client goals.
- High levels of integrity, autonomy, and self-motivation.
- Excellent analytical, organizational, project management and time management skills.

## Professional Skills & Qualifications

- A bachelor's degree in marketing, digital marketing, or strategic brand communication.
- At least 1+ years experience in a marketing conversion role or digital marketing.
- Experience using conversion assistance tools, such as Google Analytics, Voluum, Hot Jar.
- Proficiency with Content Management Systems (CMSs), such as WordPress.
- A customer-focused and goal-orientated mindset.
- Knowledge of all aspects of conversion enhancement, including copywriting, UX, and web analytics.
- A strong technical foundation or background in digital marketing (HTML/CSS is a plus).
- Critical thinking and attention to detail.
- Strong communication skills.

## Compensation & Benefits

- Competitive salary plus performance incentives.
- Participation in company health (medical, dental) insurance plans (family coverage).
- 15 vacation days per annum, with 1 additional day per year of service.
- Company laptop and a spot in our awesome co-working office which has a free full gym, spa, two restaurants and a winter garden.
- Ability to work a hybrid schedule (1-2 days a week in office).

To apply, please send your resume and a brief message (no cover letter required) to [hello@leadup.media](mailto:hello@leadup.media) and we'll get back to you if we think you'd be a good fit for us.