



# Website & CRO Manager

November 2022

## The company

RealVNC® is a highly successful software company based in Cambridge (UK). As the original developers of VNC® remote access technology our software is used by hundreds of millions of users worldwide from the non-technical home user to IT professionals from global companies, such as Intel, IBM, NASA, Shell, DreamWorks and Philips.

Following private equity investment from London-based investment firm Livingbridge in August 2021, we are now entering the next chapter in our growth journey and are looking to expand our Marketing team.

## The role

We are looking for a website and conversion rate optimisation manager who drives conversion through the RealVNC website. The realvnc.com website is our shop window to generate new leads/trials, as well as our corporate website. It sits alongside other web properties to manage core RealVNC functionality which are managed by the Product team.

You are passionate about driving growth through improved website journeys and have experience in running websites and CRO projects. You will be responsible to optimise the conversion journey from traffic to trial and from trial to sales opportunity or account.

This role reports directly to the VP Marketing and works alongside Demand Generation, Content & Design and Product Marketing.

Your responsibilities include:

- Develop a best-in-class realvnc.com website tailored to core audiences and optimised for lead generation
- Build out journeys for new users, trialists and existing users and personalise based on user segments, for example self-serve or sales assisted
- Work closely with Product Marketing to understand customer needs and conduct website-specific user tracking and interviews
- Use data to define user problems and develop solutions to implement on the website, prioritise to drive conversion rates
- Create and optimise journeys tailored to incoming traffic sources in collaboration with Demand Generation



- Develop a CRO programme to rapidly test and improve key entry pages and conversion through the trial and account funnels
- Partner with content and design to manage creative execution of website assets
- Set up key funnel tracking for the website and across to other RealVNC web properties and the product
- Implement technical SEO improvements in collaboration with the Content team
- Improve CMS capabilities and self-service to reduce reliability on development resource to make changes
- Work with Demand Generation to set up Google Tag Manager and Google Analytics for acquisition and website needs; manage technical implementation and maintain tracking best practice at all times
- Collaborate with Product and Engineering to align with the wider Product roadmap and engineering standards
- Manage dotted-line Web Developers dedicated to Marketing who sits in the Engineering team, currently two freelance developers
- Report on website performance and KPIs like conversion to trial and account
- Manage corporate elements of the website like about us, careers page

## You

We are looking for a highly commercially aware and customer centric team player with a self-starter approach who has a proven track record of success in transforming websites into successful lead generation tools. You'll enjoy building relationships and being part of a performance driven team. Other requirements for the role include:

- Demonstrable experience managing website optimisation and development of a WordPress website
- Experience as a website product owner, ideally within a B2B SaaS or trial to subscription business
- Strong track-record in conversion rate optimisation, demonstrating conversion rate improvement within a short time frame
- A customer champion who translates customer needs into a compelling customer experience
- Excellent analytical skills to identify opportunities and analyse results
- Strong prioritisation skills and the ability to balance larger website developments with rapid testing
- Deep expertise in WordPress and managing all aspects of a WordPress website
- Strong grasp of analytics, testing and customer insights tools, for example Google Analytics, Google Tag Manager, SEMRush, PowerBI, Hotjar, Usertesting, VWO
- Working effectively with internal stakeholders at various levels within the business Have excellent communication skills, both written and verbal



- Background in product management, agile development, rapid prototyping and lean UX methodologies is a plus

## Benefits

This role offers a unique opportunity to join our Marketing Team, working for a successful, growing company with a recognised global brand and huge potential and vision. If you're successful, you'll be compensated with an attractive package which will be appropriate to your skills and experience. We also offer generous benefits, including a contributory pension, EV car leasing scheme, private dental and medical cover.

We understand that people work differently, so our employees can work flexibly around our core hours, and we expect some flexibility in return. We have introduced a hybrid work environment where employees combine working remotely and working from the office. You will therefore need to be able to commute to our Cambridge office for meetings as required.

## How to apply

If you'd like to join RealVNC as a Website and CRO Manager, please click on the 'apply for this job' button and fill in your details.

RealVNC has a responsibility to ensure that all staff are eligible to live and work in the UK and if you're invited to interview, you'll be required to provide proof of your eligibility to work.

RealVNC is an equal opportunities employer, committed to staff welfare and professional development.

## Staffing and Recruitment Agencies

To all Staffing and Recruiting Agencies: Our website is only intended for individuals and preferred suppliers of RealVNC. Staffing and recruiting agencies and individuals being represented by an agency that is not a preferred supplier are not authorized to use this site or to submit profiles, applications or CVs, or to forward CVs directly to employees or any other company location, and any such submissions will be considered unsolicited.



RealVNC does not accept unsolicited CVs or applications from agencies other than preferred suppliers. RealVNC is not responsible for any fees related to unsolicited CVs or applications and explicitly reserve its right to contact candidates presented in such unsolicited CV or application.