



Example of Optimisation Manager Job Description

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Our company is growing rapidly and is looking to fill the role of optimisation manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for optimisation manager

- Continuous searching for new improvement opportunities
 - Manage of Pack Industrial homologation at plant level
 - Propose & support the best recommendations leading to the right match
 - Optimise all traffic driving activities SEM, SEO, display and affiliates to deliver traffic and revenue growth and develop an overall framework to leverage, scale and optimise the performance digital strategy within EMEA, working with Global Marketing to deliver guidelines
 - Ensure all activity is accurately tracked and measured using the globally approved web analytics and ad-serving tools, drive deeper usage of these tools within the markets
 - Oversee testing plans that give business insight, inform and share using the output to drive revenue and ROI
 - Lead regular reviews of performance analysis with key partners and third partners and deliver recommendations for improvements
 - Develop a structure that supports how agencies should work to improve both internal and external digital capabilities, aligned KPI's and reporting structures
 - Ensure the EMEA region stays up to date on the latest industry trends and best practice, applying this to our business
 - Digital requirements analysis and detailed definition – working with stakeholders to understand high level objectives and requirements to deliver an improved service experience to customers online
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- Work with Continuous Improvement to ensure that learning is built into the business
- Work with all relevant stakeholders to ensure interventions are made and improvements are embedded
- Monitor for reduction in complaints in this area
- Lead, motivate, manage, coach and develop the team to optimise performance
- Previous experience as analyst with responsibility for producing analysis and reports
- Experience with statistical software tools