

LAITHWAITES

Position Title	CRO and Digital Experience Lead
Reports To	Head of Digital Performance
Overall Job Purpose	<p>Are you ready to lead the charge in transforming digital experiences?</p> <p>We're looking for a strategic, data-driven CRO and Digital Experience Lead to revolutionise our ecommerce platform for Laithwaites Wine, and partner brands Sunday Times Wine Club and Averys. This pivotal role sits at the heart of our business, driving performance enhancements through customer-centric insights and innovative testing strategies.</p> <p>You'll own the CRO strategy, optimising key flows like basket and checkout, and uncovering friction points to deliver seamless, high-converting journeys.</p> <p>Collaborating across Digital Trading, CRM, Creative, and SEO/UX/UI teams, you'll align optimisation efforts with broader business goals and support wine subscription growth.</p>
Key Responsibilities	<ul style="list-style-type: none">• Lead CRO strategy and streamline processes across Direct Wines.• Identify and resolve customer journey issues with data-backed solutions.• Design and execute A/B tests and personalisation strategies using Adobe Target, Fullstory, and emerging Martech tools.• Coordinate website enhancements to improve customer experience.• Track performance using Adobe Analytics and uncover new opportunities.• Conduct regular site audits with stakeholders to inform the roadmap.• Collaborate with UX/UI designers to ensure accessibility and performance.• Align CRO efforts with campaign, acquisition, retention, and creative goals.• Manage CRO budget, third-party retainers, and agency support.• Mentor and grow your team, currently including a CRO Executive.• Support campaign promotions and page optimisation.
Key Skills and Experience	<ul style="list-style-type: none">• Strategic thinker with a proven roadmap.• Experience in CRO, UX optimisation, and ecommerce performance.• Analytical mindset with customer-first approach.• Proficient in Adobe Analytics, Fullstory, and testing tools.• Skilled in A/B testing, behavioral insights, and personalisation.• Strong cross-functional collaboration and stakeholder management.• Ability to manage and adapt optimisation roadmaps.

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Preferred	<ul style="list-style-type: none">• Experienced in D2C Ecommerce.• Degree in Marketing, Analytics, or related field.• Familiarity with AI-driven personalisation and Martech innovations.• Experience managing CRO agencies and budgets.• Basic HTML, CSS, JavaScript knowledge.• Knowledge of SEO Core Web Vitals and accessibility best practices.
Personal Qualities and Skills	<ul style="list-style-type: none">• Proven ability to present insights to senior stakeholders.• Passion for innovation and continuous improvement.• Strong time management and prioritisation skills.• Excellent time management skills.• Proven self-starter, able to work with minimal supervision, but ask the right questions.• Motivated and inquisitive personality with an ability to challenge 'the way things have always been done'• Excellent eye for detail for both design and functionality.