



*Black Diamond is all about climbing and skiing. Black Diamond stands for innovation, passion and professionalism in the development and manufacturing of mountain-, outdoor- and snow sport-products. Our international team is characterized by an open, collegial and active cooperation. For the European headquarters in Innsbruck we are currently looking for a well-organized and dedicated*

## **CRO & UX SPECIALIST (F/M/X)**

As a member of the eCom team, you will be responsible to deliver a world-class user experience across web and mobile. You will play a crucial role in creating the strategic direction of UX/UI to deliver best-in-class digital products, features, and functionality to enhance the user journey and reach expected growth targets.

### **MAIN RESPONSIBILITIES**

- Work to improve the user experience, user funnels and conversion rate on our website
- Measure and analyze website usage data to adjust navigation, site search, sorting and filtering efficiency as well as drive product relevance
- Identify customer needs on the website through consumer testing, competitor analysis and data.
- Identify and work closely with creative/content team to drive new landing pages, additional product info and campaigns
- Help create and implement storefront marketing material, ensure product content and imagery are up to date and accurate
- Work closely with E-Com online Marketing to optimize content to search engine criteria and adapting frontend to marketing plans
- Create and perform A/B testing strategies, analyze results, and draw conclusions as well as execute modifications
- Constantly cultivate product recommendations and cross-selling
- Manage promotions, customer groups, personalization, and setups
- Report and analyze Key Performance Indicators to Head of D2C
- coordinate smooth backend integrations and processes for new and existing tools, feeds, and APIs

### **WHO YOU ARE**

You have a trading and commercial mentality with testing experience from a strategic perspective and understanding of the technical side. You enjoy diving deep into problems and creating suitable solutions for them. You are a reliable team player with project management experience and a high level of organizational and analytical skills. English and German are no foreign languages for you so working in both languages interchangeably is not a problem. Speaking French is a plus. You are an outdoor enthusiast and can identify yourself with our brand and the values we stand for.

In Austria, we are required to declare the annual legal minimum salary. For this position the salary according to the collective bargain agreement is € 35.000,-. Depending on your qualifications and experience, an overpayment is foreseen.

We look forward to your application by February 14th, 2020 at [jobs@blackdiamond.eu](mailto:jobs@blackdiamond.eu)

### **Taylor Lemon**

HR Manager Europe

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