

POSITION DESCRIPTION

Director, Consumer Experience

It's a new day at Communicate and we are looking for the best and the brightest. If you want to help build a world-class company, with all the energy, passion and resources of a Bay Area-like startup, join us on the ground floor and surround yourself with possibility.

The role:

You have a passion for the consumer Internet and for building world-class consumer experiences.

You have a history of effectively implementing strategies that drive overall user-engagement and conversion.

You are schooled in the art of good design and usability.

You are strategic and analytical yet demonstrate an innovative and creative approach to your work.

You come from a user experience/design, producer, merchandising, product management or product development background and have worked directly within an established company, agency or start-up.

You work well independently but also build effective reporting relationships.

You are detail oriented, highly motivated, and exhibit energy, passion and an action-orientated entrepreneurial approach.

Key Performance Measures:

- Drive higher engagement and a higher Net Promoter scores
- Achieve strategic goals as outlined in the online operating business plan and meet budgeted metrics for conversion and sales
- Deliver improved usability as indicated through qualitative research
- Meet timelines, budget and financial metrics assigned to customer experience initiatives.

Key Responsibilities:

- Oversees the creative brand look and feel
- Participate in the development of the customer experience product road map
- Drive recommendations for functionality enhancements and/or new/improved product offerings and works on their implementation from a customer experience perspective

<<Online Customer Administrator>>

- Develops project definitions and informs functional requirement development by partnering closely with Product team on benefits case, as well as providing estimates and scope.
- Translates core online reporting and research (testing, usability, customer panel) insights in to actionable initiatives that will deliver improved customer experience
- Works closely with Marketing Team to ensure integration of strategies, programs and customer activities.
- Works closely with Customer Service and Delivery Team to improve the total customer experience and contribute in the evaluation and improvement of all operations that support online.

Key Relationships:

Reports to: President (for now)

Internal:

- Product Team, Customer Service and Operations, Merchandising, Marketing, IT, Procurement

External:

- Online outside service providers: agencies, vendors and freelancers.

Skills & Abilities:

Education & Work/Life Experience

- 5 years in a relevant field
- Exceptional passion for the Consumer Internet

Specific Know-How

- Deep creative skills
- Highly analytical
- Excellent written and oral communication skills

Desirable Interpersonal Characteristics

- Low ego!
- Entrepreneurial
- Goal oriented
- Strong work ethic
- Good communicator
- High attention to detail
- Team Player
- Problem Solver

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- Thrives in a fast paced environment