

CRO specialist

Title:	CRO Specialist
Team:	Individual Giving - Digital
Reporting to:	Senior Digital Manager
Line Reports:	1
Location:	Hybrid – mostly from home
Role Type:	Permanent
Salary:	Negotiable – depending on experience

About UNICEF Ireland

UNICEF, the United Nations agency for children, works to protect the rights of every child, everywhere, especially the most disadvantaged children and in the toughest places to reach. Across more than 190 countries and territories, we do whatever it takes to help children survive, thrive, and fulfil their potential.

UNICEF Ireland is the Irish National Committee for UNICEF, founded in 1962. We raise funds from individuals, companies and foundations in Ireland, and advocate for children's rights and greater visibility for children nationwide.

Funded by voluntary contributions, our work helps UNICEF deliver life-saving programmes and emergency support for children and families around the world.

Role purpose

UNICEF Ireland is seeking a mid-level CRO Specialist to help scale digital fundraising performance through a structured test-and-learn programme. This role will report to the Senior Digital Manager and is focused on **optimisation and performance insight** — owning and running A/B and multivariate tests on-site, using data to identify conversion opportunities, and leading a prioritised experimentation roadmap. You will take a **data-driven** approach to interpreting campaign and journey KPIs and work closely with paid media and content colleagues to improve conversion, efficiency and fundraising outcomes.

Key responsibilities

- Own and deliver a **data-driven CRO roadmap** aligned to fundraising priorities and campaign calendars, diagnosing conversion barriers and funnel drop-offs across all entry points and the full supporter journey (ad → landing page → form/donation → confirmation) and turning findings into clear, prioritised experiments.

- Design, build, QA and analyse **A/B and multivariate tests and personalisation experiments** using **Optimizely** end-to-end — from hypothesis and setup through to results and recommendations — going beyond standard A/B testing to drive conversion through experimentation at scale.
- Lead ongoing **data analysis** across campaign and journey performance — defining KPIs, interpreting results, identifying opportunities and communicating insights clearly to stakeholders and senior management.
- Partner with the **Digital Acquisition Manager**, Content Manager and agencies by providing clear CRO briefs (what to change, why, expected impact) covering message match, UX writing, page structure, creative hierarchy and trust-building elements — and align post-click experiences with paid activity across Meta, Google/Bing and TikTok Ads.
- Ensure rigorous QA on all test variants and page changes across entry points (devices, browsers, tracking, forms), and maintain clear documentation including experiment backlog, test plans, results and a learnings library.
- Support implementation of winning variants into always-on templates and campaign playbooks, helping embed CRO best practice across fundraising campaigns.
- Produce periodic reports on overall CRO programme performance — test outcomes, KPI trends, key learnings and prioritised next steps — making insights easy to reuse and scale across the team.

Required skills & experience:

- Typically **2–4+ years** in CRO / digital optimisation / growth / performance marketing, with a proven track record of delivering income or revenue growth through an optimisation programme.
- Hands-on experience with **Optimizely** (or an equivalent experimentation platform) including setup and interpretation of results.
- Working knowledge of paid media platforms: **Meta Ads, Google/Bing Ads, TikTok Ads** (enough to align creative, targeting intent, and landing experience).
- Strong working knowledge of analytics and tracking: **GA4, GTM, Looker Studio** and experimentation/statistics principles — essential for defining KPIs, interpreting test results and making data-driven decisions with confidence.

- Strong understanding of landing pages, homepages and key site entry points, website features/functionalities and form optimisation fundamentals (message match, friction reduction, trust signals, mobile-first UX).
- Experience with heatmap and behavioural analytics tools such as **Hotjar**, Clarity or equivalent.
- Solid analytical capability: interpreting performance data, communicating insights clearly and translating them into actionable briefs for stakeholders and senior management.
- Understanding of UX and conversion copy principles; ability to brief designers/developers effectively.
- Strong collaboration and stakeholder skills; able to manage priorities, work at pace and deliver to deadlines in a campaign-driven environment.
- Proactive and self-driven — able to spot problems before they're flagged, find solutions independently, and deliver to a high standard with excellent attention to detail.

Desired skills and experience:

- Experience in digital fundraising, non-profits, membership/subscription, and high-volume donation flows.
- Experience building templates/components that scale across campaigns.
- Ability to use Salesforce as part of the measurement stack (reports, dashboards, basic segmentation, and data quality checks) to connect digital performance with CRM outcomes and evaluate tests beyond on-site conversion (e.g., form-to-donor rate, recurring activation, supporter value).
- WordPress proficiency, including working confidently with templates/components and page builders, and making light front-end adjustments also using HTML/CSS (e.g., layout tweaks, styling fixes, and QA) to support rapid testing and optimisation.

What success looks like in this role:

- Improved donation conversion rate and reduced funnel drop-off on key journeys.
- Better paid performance through improved post-click experiences (e.g., higher CVR, lower CPA, stronger traffic-to-donation efficiency).
- Consistent delivery of high-quality experiments with clear learnings and implemented winners.

- Strong cross-team collaboration, with clear briefs and reliable campaign delivery.

Values and approach:

You should be curious, rigorous and impact driven. You will bring a donor-first mindset, balancing urgency with trust-building and clarity. You will be comfortable moving fast and learning and iterating while maintaining excellent QA standards.

Child Safeguarding Policy

UNICEF Ireland is committed to adhering to the highest standards of child protection and child safeguarding. UNICEF reserves the right not to employ staff or engage volunteers or other representatives who are deemed to pose or potentially pose a risk to the protection of children, to the full extent permitted by law. Additionally, all candidates must sign UNICEF Ireland's Child Protection Policy & Procedures before commencing employment, engaging as a volunteer, intern, consultant, or representative of UNICEF Ireland.

How to apply?

If you think this is the right role for you, we'd love to hear from you. Please email your cover letter and CV to mattias@unicef.ie by Sunday 26 of April.