



We're Hiring!

Position: Conversion Rate Optimisation (CRO) Specialist

Location: Accra, Ghana / Remote

Company: Facio Innovations Technology (Faciotech)

Contract Hours: 40 hours (total for the project for phase 1)

Are you a data-driven professional passionate about enhancing user experiences and increasing website conversions? Facio Innovations Technology (Faciotech) is seeking a **Conversion Rate Optimisation (CRO) Specialist** to join our dynamic team. This role offers the opportunity to make a significant impact by optimising digital touchpoints to drive business growth.

About Facio Innovations Technology (Faciotech)

Faciotech is a leading technology company dedicated to delivering innovative software solutions that empower businesses worldwide. We pride ourselves on our collaborative culture, commitment to excellence, and focus on providing cutting-edge digital experiences.

Responsibilities

- Analyse user behaviour on our website using tools such as Google Analytics, Hotjar, or similar platforms.
- Identify pain points and opportunities for improvement in the customer journey.
- Develop and execute A/B tests, multivariate tests, and other experiments to improve conversion rates.
- Create and implement optimisation strategies for service pages, focusing on usability, design, and content.
- Collaborate with designers and developers to implement changes and ensure a seamless user experience.
- Monitor and report on key metrics such as bounce rate, time on page, and conversion rate.
- Stay updated with CRO best practices, tools, and industry trends to ensure continuous improvement.

Requirements

- Proven experience as a Conversion Rate Optimisation Specialist, Digital Marketer, or a similar role.
- Strong knowledge of web analytics tools (e.g., Google Analytics, Adobe Analytics).
- Hands-on experience with A/B testing tools (e.g., Optimizely, VWO, or Google Optimize).
- Solid understanding of UX/UI principles and website usability.
- Analytical mindset with the ability to interpret data and derive actionable insights.
- Excellent communication and collaboration skills.
- Knowledge of SEO principles and their impact on conversions is a plus.
- Familiarity with basic HTML, CSS, or JavaScript is advantageous.

Compensation

- Hourly rate: GHS 100.00
- Note: The hire will be responsible for managing their own **Income Tax** and other contributions as applicable.

What We Offer

- A collaborative and innovative work environment.
- Opportunities for professional growth and learning.
- Competitive compensation for a 40-hour contract.
- The chance to work on impactful projects with a passionate team.
- At the end of the contract period, the hire will produce a **20-page report** for review, detailing their analysis, strategies, and results.
- There is a possibility of continued collaboration based on the output of this contract.

Application Process

To submit an application, applicants are required to provide a **one-page analytical report** assessing any product category on faciotech.com.

Report Requirements:

1. The **first section** should highlight what is wrong with the current strategy for the chosen product category, including pain points and missed opportunities.
2. The **second section** should propose actionable recommendations to improve conversions for the selected product category.

The report must:

- Be submitted in **PDF format**, using a font size of 12 and a standard business font (e.g., Arial or Times New Roman).
- Be evaluated based on the clarity of the analysis, the relevance of the identified issues, and the feasibility and impact of the proposed solutions.

Additional Requirements:

- Applicants must include their **CV within the same document**, ensuring it contains links to at least two relevant projects.
- Everything—including the report and CV—should be combined into a **single document** and converted to PDF for submission.

Deadline for Applications: 15 February 2025

Assessment and Shortlisting

All applications will undergo an initial assessment to evaluate the analytical report and CV. Only **shortlisted applicants** will proceed to the next stages of the hiring process. Applicants



who are not shortlisted will not be contacted. Shortlisted candidates will be notified within one week after the application deadline.

Interview Process

The hiring process includes the following steps for shortlisted applicants:

1. **Initial assessment of the report and CV.**
2. **Virtual interview with the hiring manager.**
3. **Final interview with the team.**

We aim to complete the process within two weeks of the application deadline, with the selected candidate starting on 1 March 2025.

How to Apply

Please send your application, including the analytical report and CV, to hr@faciotech.com.

Urbane Holdings is hiring on behalf of Facio Innovations Technology (Faciotech). Faciotech is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.