

# GLOBAL MANAGER OF WEBSITE OPERATIONS

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## Position Summary:

Prosci, the global leader in change management solutions, is seeking a proactive and experienced Global Manager of Website Operations to join the marketing department in our fast-growing team in Fort Collins, CO.

As Global Manager of Website Operations, you will be managing the ongoing evolution and innovation of [Prosci.com](https://prosci.com) and other websites globally. You will collaborate with our marketing team, web development partners, and key stakeholders to increase conversions, improve search engine rankings, and elevate the Prosci brand. Your ideas, data-driven approach, and strong project management will have a significant impact on our business and customers.

This position will have high exposure and will report to the Head of US Marketing.

## Responsibilities (include but not limited to):

- Work with Head of US Marketing and key stakeholders to plan new page, product and functionality updates for [Prosci.com](https://prosci.com)
- Scope and define web projects, outlining requirements and deliverables, and establishing timelines and budgets; manage projects through completion including testing of all site enhancements and applications
- Plan, develop and implement website SEO/SEM strategy to ensure optimal search engine ranking and visibility

- Execute day-to-day business operations of digital storefront (Magento eCommerce & HubSpot) processing and managing bug reports and issues
- Own web analytics data collection and tracking in Google Analytics, HubSpot, Lucky Orange, etc.
- Utilize analytics and testing best practices to modify and optimize the Prosci site to continually improve site conversion, lead generation and the user experience
- Work closely with marketing teammates (designers, copywriter, videographer and campaign manager), web development partners, and internal departments to deliver on projects and overall marketing and sales goals
- Create and maintain annual website budget, determining, recommending and implementing cost-effective technology solutions along the way
- Manage integrations between marketing tools and systems
- Manage eCommerce site security, following best practices and ensuring PCI compliance
- Analyze, evaluate & resolve operational issues in a timely manner; review trends for process improvements and create training documentation
- Experiment with emerging technologies like chatbots, messaging apps, interactive courses, and any other elements you think would be effective with our audience

## Qualifications:

- BA/BS or relevant experience
- 5-10+ years of marketing experience, with emphasis on digital marketing, website/eCommerce management and data-driven digital marketing fields

## Ideal Candidate Will Have:

- Strong track record generating growth via eCommerce and digital marketing
- Demonstrated ability to own and deliver bottom line results with minimal supervision
- Strong project management skills and attention to detail
- Experience and knowledge working with Google Analytics, Adwords, Tag Manager, HubSpot and Magento eCommerce.
- Analytical mindset and ability to collect the right data, draw conclusions, and make recommendations
- Experience running A/B or multivariate experiments, ideally owning a full testing roadmap
- An understanding of persuasive design, copywriting and user experience
- Solid understanding of current SEO/SEM best practices
- Demonstrated success working cross-functionally and leading through influence
- Overall marketing acumen and business curiosity
- Ability to function well in a fast-paced, dynamic environment with competing priorities
- A passion for marketing and the desire to work in a rapidly growing organization

## The Environment:

- Modern "open" office space full of amenities
- Fully stocked kitchen, unlimited coffee and selected snacks
- Smart-casual dress code
- Company outings, happy hours, and more
- Coaching and performance management for personal and professional growth

## Benefits:

- Competitive salary
- PPO Health, dental and vision plan
- 15 days paid time off (increased to 20 days after 3 years)
- 7 paid holidays
- Lots of perks in beautiful and modern new office -> daily coffee, snacks, ping-pong
- Flexible work environment, including opportunities to represent the company at conferences and the ability to work remotely

## How to Apply:

Please email cover letter and resume to [resume@prosci.com](mailto:resume@prosci.com) with “Website & eCommerce Specialist” in the subject line.

## About Prosci:

Founded in 1994, Prosci is the global leader in change management and the provider of choice for 80% of Fortune 100 companies. Prosci combines scientific research with the people side of change to deliver results-focused solutions that enable clients to achieve change outcomes and grow organizational change capability. Prosci maintains the world’s largest body of change management research—the basis for the company’s tools, methodologies, services, and role-based development programs. To date, Prosci has trained and certified over 50,000 change management practitioners worldwide. The company is headquartered in Fort Collins, Colorado, with offices in Halifax, Canada, and Sydney, Australia, and more than 25 certified Prosci Partners around the globe.

Prosci is always expanding directly and through its partner network to ensure change success for clients no matter where they are located.