

United States Jobs Expertini®

Director, Website Optimization

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Company: Crum & Forster

Location: United States

Category: business-and-financial-operations

Overview

Crum & Forster (C&F), with a proud history dating to 1822, provides specialty and standard commercial lines insurance products through our admitted and surplus lines insurance companies. C&F enjoys a financial strength rating of A (Excellent) by AM Best and is proud of our superior customer service platform. Our claims and risk engineering services are recognized as among the best in the industry.

Our most valuable asset is our people: more than 2000 employees in locations throughout the United States. The company is increasingly winning recognition as a great place to work, earning several workplace and wellness awards, including the **October 2023 Great Place to Work Award** for our employee-first focus and our steadfast commitment to diversity, equity and Inclusion.

C&F is part of Fairfax Financial Holdings, a global, billion dollar organization. For more information about Crum & Forster, please visit our website:

Job Description

Director, Website Optimization

Division:Accident & Health

Business Unit/Department: Corporate Communications & Marketing

Primary Location:Morristown, NJ or Remote

Manager/Title: SVP, Corporate Communications & Marketing

FLSA Classification: Exempt

Information about the Role, Line of Business and Team:

The Director, Website Optimization is the strategic marketing owner and lead for . This position supports, maintains, and enhances the integrity of C&F's web properties, driving website optimization, collaborating with the Corporate Communications and Marketing team to plan website content, increase findability and improve user experiences. The role is both a strategist and a tactician responsible for leveraging and other C&F websites as effective marketing and business development tools. At the same time, this person will be charged with day-to-day maintenance, content and functionality of the site, primary collaborator with Information technology and external web vendors. This person will be data driven, using web analytics to guide strategic planning for content and campaigns, serving and the strategic lead for online content strategy, navigation, multi-channel campaigns, search engine optimization, analytics and accessibility.

What you will do:

Manage & maintain company website – ensuring it is current, visually appealing, consistent with brand guidelines and user-friendly.

Oversee the publication of all website content – reviewing & approving edits before publishing to ensure content is aligned with the C&F brand & website design guidelines.

Optimize the capabilities of the content management system (CMS) and serve as the product owner & point of contact for WP Engine.

Collaborate with cross-functional teams to integrate website & landing pages into multi-channel marketing & business development campaigns.

Implement best practices for search engine optimization (SEO) to improve online visibility & drive organic traffic.

Oversee the development & implementation of UTM tagging standards to track & analyze website traffic – ensuring consistency & accuracy across all digital marketing efforts.

Utilize web analytics tools (Google Analytics & Tableau) to track website performance & user behavior and generate regular reports & actionable insights to inform content creation, monitor trends in usage and track marketing campaign performance.

Implement account-based tracking, reporting and lead scoring (using Leadfeeder) to inform agent/broker engagement strategies.

Conduct regular website audits to identify & resolve any technical issues or broken links and to ensure best practices are followed for SEO, mobile responsiveness and accessibility.

Act as the primary liaison with key web vendors to ensure steady performance of the website, to implement improvements and to strategically evolve the website ecosystem.

Serve as a subject-matter expert, helping colleagues gain understanding of website capabilities and provide consultation & training to stakeholders in areas such as search engine optimization, lead generation, analytics, etc.

Keep up to date on the latest technologies & best practices in managing web content & search optimization, identify potential areas of improvement and recommend implementation strategies aligned with business priorities.

Act as the primary liaison between the Marketing Team and C&F IT to ensure hardware & software systems support the C&F website ecosystem.

Other duties as assigned

What YOU will bring to C&F:

Strong analytical skills with the ability to monitor website performance, interpret and story tell with data and generate actionable insights.

Comfortable in a decentralized organization and able to juggle competing priorities & changing expectations competently.

Ability to collaborate effectively by building relationships across all departments & levels.

Excellent attention to detail, commitment to quality and ability to organize & prioritize tasks effectively

Ability to confidently take on tasks and manage aspects of the business independently

Can-do attitude and willingness to help where needs align.

Ability to grasp & apply new interactive marketing, communications, and technology trends.

Excellent written & oral communication skills; experience presenting to senior leaders

Requirements:

Bachelor's degree from an accredited college or university

7-10+ years' experience in web management or a related field

Demonstrated experience with web design and UX

Strong understanding and applications of SEO, UTM & website accessibility standards

Strong proficiency in website content management systems (WordPress Engine), marketing automation tools (Constant Contact) account-based marketing tools (Leadfeeder), Google Suite (Google Analytics, Tag Manager, Search Console), Adobe Suite, data visualization tools (Tableau), etc.

Experience in vendor management

Experience in a regulated industry is required (., financial services, insurance)

Ability to easily travel to Morristown, NJ for team meetings is required

What C&F will bring to you

Crum & Forster is committed to ensuring a workplace free from discriminatory pay disparities and complying with applicable pay equity laws. Salary ranges are available for all positions at this location, taking into account roles with a comparable level of responsibility and impact in the relevant labor market and these salary ranges are regularly reviewed and adjusted in accordance with prevailing market conditions. The annualized base pay for the advertised position, located in the specified area, ranges from a minimum of \$100,700 to a maximum of \$167,900. The actual compensation is determined by various factors, including but not limited to the market pay for the jobs at each level, the responsibilities and skills required for each job, and the employee's contribution (performance) in that role. To be considered within market range, a salary is at or above the minimum of the range. You may also have the opportunity to participate in discretionary equity (stock) based compensation and/or performance-based variable pay programs.

Flexible work arrangements. Competitive compensation package. Generous 401K employer match. Employee Stock Purchase plan with employer matching. Generous Paid Time Off. Excellent benefits that go beyond health, dental & vision. Our Wellness programs focus on your family's complete wellness, including your physical and mental wellbeing. A core C&F

principle is that you manage your career. To support your development, we have a wealth of ways for you to keep learning, including tuition reimbursement, industry related certifications and professional training available to you. A dynamic, ambitious, fun and exciting work environment. A spirit of social responsibility, matching donation program, volunteer opportunities, and an employee driven corporate giving.

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