

Role Description

Role:	Head of Search
Business function:	Products and services – Search
Reporting to:	Products and Services Director
Managing:	SEO director, Senior SEO manager, Senior biddable advisor, Senior content and social media strategist
Prepared on:	April 2020

1. Purpose and Scope

The purpose of this job description is to describe the **Head of Search** role.

- Leading the overall search function, supporting client strategy, delivery of activity and reporting on value
- Strategically running the search function, with overall responsibility for quality of work and revenue across the agency
- To successfully deliver hands-on search related activity achieving significant results for clients against their objectives
- To provide leadership to an established team of search specialists

This role description is not inflexible but is an outline and account of the main duties and capabilities. The role holder should however carry out any other reasonable duties commensurate with the role, as the needs of the company require

2. Role Responsibilities

2.1 Functional head responsibilities

- To support business growth with clear focus on clients and employees as part of the senior management team
- To create, maintain and communicate the agency's strategy for search for each financial year, aligned to the company's growth, strategic direction and goals

- To thoroughly understand the digital industry and client businesses to enable driving of strategic plans
- To support the seamless delivery of all integrated services and alignment to company values and legal requirements
- To hold overall responsibility for function performance of search, budget and target achievement, guiding the team in the creation of services to evolve the skillset as the industry matures and grows
- To champion continuous improvement for efficient processes and workflows
- To proactively help other teams and support business growth
- To support search team members in achieving their performance objectives through specific strategies and tactics to achieve and report on value
- To line manage the search team effectively through coaching style of management and to support them in achieving their objectives and overall career progression, carrying out all day to day elements to include hiring, appraisals, 121 meetings, team meetings, personal development plans, identifying training needs and performance management
- To ensure that HR function is involved with key issues, contractual changes, performance and development

2.2 Key responsibilities

- To initiate and carry out regular objective testing of tools, resources and performance-driving techniques
- To work closely with all relevant stakeholders as required to ensure that all client accounts have a robust strategy in place, together with specific performance targets and objectives tailored to meet or exceed the business and commercial expectations of the client
- To manage the overall performance of the Search function, making sure account and project activities are well-managed, producing results and delivered on time and budget

- To support the business development team with pre-sale activities, driving leads and increasing search related work for the agency
- To carry out detailed initial consultancies/audits for assigned new clients as required
- To ensure the search team is delivering best in class work
- To drive a testing culture to keep the agency relevant in market
- To develop the position of the company on its approach to Search, increase the awareness of the Fresh Egg search team within the industry and drive awareness of agency expertise to attract new clients

2.3 KPIs and reports

- To measure the effectiveness of activity and achieve increases in ROI across this
- To ensure delivery against all other key performance indicators both for the client, and against financial targets for Fresh Egg, clearly demonstrating value to clients through written reports
- To oversee all written reports produced and to ensure that all reports released to clients contain a robust description of monthly activity, suitable advice and recommendations and a clear summary of performance against the key performance indicators and metrics agreed with the client

2.4 Best practice and organisation

- To keep fully up-to-date with industry developments
- To identify, evaluate and share resources, tactics and techniques, freely sharing knowledge, insight, best practice and ideas across the agency
- To communicate team resource needs internally
- To identify and represent Fresh Egg at industry events when required and to represent the Company in a professional and knowledgeable manner
- To maintain a strong understanding and high proficiency of use of key analytical, market intelligence tools and Fresh Egg proprietary tools

Key behaviours should be aligned to Fresh Egg's core values at all times.