

Role Description

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| Role: | Senior SEO manager |
| Business function: | Search – Products and services |
| Reporting to: | Head of organic search |
| Managing: | None |
| Prepared on: | 3 August 2017 |

1. Purpose and Scope

The purpose of this Role Description is to describe the **Senior SEO manager** role.

To develop and implement strategic SEO activity to achieve client objectives, integrating with other services as required.

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 Key responsibilities

- To ensure that all client accounts managed by you have a robust SEO strategy in place, together with specific performance targets and objectives
- To understand the products, competition, industry, marketing goals and objectives of each of your clients
- To deliver hands on work as required
- To input into client meetings as required
- To identify and recommend on-site technical SEO changes and to carry out 'hands-on' changes where required
- To drive innovation within the search team, contributing to changes to internal processes and product development
- To carry out advanced and detailed search intent analysis to better understand the searchers' intentions and needs. To periodically reassess the changing marketplace in order to ensure that customers' needs are well understood
- To carry out detailed backlink analysis and identify opportunities from appropriate referral sources
- To carry out detailed consultancies/audits for assigned new customers
- To mentor team members enabling them to achieve their performance targets

2.2 KPIs and reports

- To measure success across all client activity carried out
- To produce insightful reports for clients efficiently demonstrating the value of work carried out against client objectives
- To use a variety of proprietary and third party tools to compile and draw insight from both company-specific, sector-specific and generic industry data, in order to better understand user trends and behaviour and add context to the performance on each account

2.3 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 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 core values at all times.