

Senior Search Strategist Job description

Description of your role at Crafted

Classified as confidential

Employee {Name}

Department Search Strategy

Reporting to Head of Search Strategy

Job Description.

Summary of the main objectives of the job.

The Senior Search Strategist will be responsible for devising and driving Search Engine Optimisation strategy, tactics, and overall success for our some of our largest client campaigns. You will be responsible for directing day-to-day execution and maintenance of SEO strategies. This will include coordinating other members of the SEO team as well as undertaking activity yourself. This activity will typically include, keyword research, on-page optimisations, identification of off-site opportunities, performance analysis as well as working with our Client Services team to help build and strengthen client relationships. You will use data to proactively identify opportunities to grow client campaigns and present your findings to the client in a compelling way. You will work closely with our dedicated Technical SEO team to discuss areas of technical improvement that feed into wider strategy as well as our advertising team to help deliver cohesive, search marketing strategies for our clients and the best ROI. It is important that you are an effective verbal and written communicator that can talk about the SEO landscape, organic search results and activity in an accessible way as you will be required to prepare and lead quarterly business updates and contribute to new business pitches. The Senior Search Strategist will be responsible for the ongoing reporting of performance and evolution of SEO strategy to achieve KPI's determined by the client and/or the team.

Position in the organisation.

Details of your team structure and line manager.

Reporting into the Head of Search Strategy, you will work in a senior capacity within the team leading tier 1 and tier 2 projects/campaigns and helping to mentor and coordinator other members of the SEO team. You will work closely with Technical SEO, Advertising and Client Services departments.

Key responsibilities and tasks.

Examples of key accountabilities of the role.

- Devise and lead on-site as well as off-site strategy for large-scale SEO projects/campaigns (tier 1)
- Responsibility for day-to-day delivery and management of large-scale SEO projects/campaigns (tier 1)
- Mentor and coordinate other members of the SEO team
- Proactively suggest and drive future enhancements for both client projects/campaigns and wider team processes
- Support the search department's workflow, deputising for senior members when required
- Analyse trends and find insights and actions in the large amounts of data at our disposal
- Support Client Services with client reporting, statistics and the proactive identification of opportunities to grow accounts
- Independently prepare for and lead quarterly business updates as well as work in progress calls and positively represent the SEO service in front of existing and prospective clients up to board level
- Independently evaluate, define and articulate the strategic direction of SEO campaigns to both internal and external stakeholders
- Set personal deadlines and manage workflow in a fluid and dynamic way, while taking shared ownership and involvement with wider work planning
- Confidently have direct and autonomous contact with clients of all levels and other stakeholders in order to answer questions, provide insight or analysis on complex technical and strategic elements

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- To keep abreast of the latest SEO tools and techniques and communicate learnings in an accessible way
- To act with commercial awareness to improve both the services offered to clients

Experiences and competencies.

Details of knowledge, skills, and experience required of the role.

We have a strong focus on personal development and know 'good people' can build upon skills to make them the right fit for the role. However, to hit the ground running, we do need you to have a certain level of experience. For this role, we need you to have:

- Keyword research at scale to identify and discover new keyword opportunities and create content strategies
- On-site optimisation particularly in relation to page titles, URLs, internal link structures, SEO copy editing
- SEO analysis and recommendations regarding web page and overall website structure
- Experience leading SEO strategy and especially content strategy for large websites
- Solid level of technical SEO experience that could be used to help inform search strategy
- Tactical/technical SEO implementation experience
- Skilled in competitor analysis and identifying strategies to facilitate our clients in reaching the top of their industry
- Good understanding of paid search advertising
- A passion for SEO and digital marketing
- 3+ years of 'all round' SEO experience and an eagerness to learn
- Excellent time management and communication skills
- Experience of coordinating and mentoring other team members
- Knowledge of Google Analytics (UA and GA4) and Google Search Console.
- Extensive experience working with SEO tools such as Screaming Frog, SEMRush and Ahrefs
- Good understanding of HTML and CSS (desirable)

Behaviours.

You will work collaboratively with all levels but taking the lead on decision making where needed. You will push yourself and develop yours and Crafted's specialist SEO expertise. You will have a thirst for knowledge and independently master new technologies and strategic approaches to client challenges and requirements. Taking the approach of identifying and driving for expansion of new business especially with larger clients.

You'll take ownership for driving process improvement, not settling for the status quo and be innovative in your approaches. Embody your clients and immerse yourself in their business and the industry they operate in. Pre-empt client needs and requirements, be aware of external factors that could be opportunities for them and in turn, for us to provide a new service.

You will continue to develop the expertise, knowledge and experience you need to rely upon and will proactively share this across the team.

Crafted's values.

Our values are more than just words on an office wall. They provide direction for your decision making, how to conduct yourself, and how you can have a positive impact on the business.

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Go Deliver.

Expertise and quality in all we do
Commitment to keeping our promises
Taking ownership and finding solutions

How to apply it:

You take pride in delivering quality work. You know that it's better to show, not tell, and you'll confidently share your knowledge and expertise in a way that helps those you work with. You're committed to the task and can be counted on to keep your promises.

Go Together.

Being dependable and considerate
Flexibility and willingness to support each other
Being respectful of others
People first culture

How to apply it:

You appreciate, and encourage sharing of, other people's views, ideas, and opinions. If you see a person struggling, you're finding ways to support them. Equally, if you're having a tough time, you seek support. You know that the whole is greater than the sum of all our parts.

Go Beyond.

Impact outside of our four walls
Exceeding expectations
Striving for better

How to apply it:

You're motivated to discover, learn, and adopt new things. You're not afraid to challenge assumptions and look at the bigger picture. You bring enthusiasm to your day-to-day and it helps you to outperform expectations. You have a positive impact outside of your specific responsibilities.

Declaration.

This job description is not exhaustive but is provided to assist the post-holder to know what their main duties are. It may be amended from time to time without changes to levels of responsibility appropriate to the grade of the post and in discussion with the post-holder. Crafted is an equal opportunities employer.