

— Building brands people
want to be part of.

JOB DESCRIPTION

Search Strategist Suffolk

StrategiQ[®]

Suffolk Office

Unit 16 Brightwell Barns,
Ipswich Rd, Brightwell,
Suffolk IP10 0BJ
01473 375036
suffolk@strategiq.co

Search Strategist

Formal Job Title
Search Strategist

Place of Work
Brightwell Barns, Suffolk

Type
**Full Time,
Permanent**

Hours of work
**8:45 - 17:15
Mon-Fri**

Reporting to
Head of Strategy

Last Edit Date
25 06 2021

This job description has been designed to clearly outline and define our expectations of your duties and responsibilities for this role at StrategiQ. This description will allow both parties to judge whether you are succeeding in what you're doing and also how you might excel within the role.

Our Values

- **Fuelled by ambition**
We always strive to be better. By refining our processes, researching new ideas and developing our skill sets, we collectively achieve more than we or our clients ever believed possible.
- **Commercially-minded**
Our business is founded on creative and technical expertise but driven by a deep awareness of business needs and what a company must do to thrive. We invest in our clients' marketing like it's our own.
- **Championing expertise**
We continually develop, cultivate, inspire and nurture everyone in our team. Through training, stability, support, relationships, rewards, celebrations and fulfilling ambitions, we all rise together.
- **Genuinely caring**
Clients are placing their business in our hands, and this responsibility informs everything we do. We're a partner in their success and don't rest until they're moving forward.

Be ambitious, be commercial, be an expert, be caring, be StrategiQ.

Our Elevator pitch

We exist to grow businesses and people into more than they ever thought possible.

We work collaboratively and intelligently across all marketing channels: branding, websites, design, UX, SEO, social media, PPC, PR, email, content and video. We connect business needs with integrated marketing strategies that deliver results.

Our Behaviours

- We take personal pride and responsibility in the quality and impact of our work, using clients' strategy objectives for guidance and validation.
- We are never just "ticking off tasks" - we identify the value in what we are doing and ensure we are working in line with company processes and standards to help our clients grow.
- We have a natural desire to learn and develop our expertise whilst staying abreast of industry trends and best practices.
- We are honest, transparent and confident in our opinions whilst collaboratively respecting those of others. Making a mistake or saying "I don't know" is fine.
- We regularly share our thoughts and ideas with colleagues and line managers to refine our processes, develop teamwork, foster creativity and achieve results.
- We work beyond the boundaries of our own roles to ensure we deliver results against clients' business strategies and objectives.
- We communicate with peers across departments to ensure we execute the best possible deliverables and achieve results.

Company Operational Standards

Responsible for your own day-to-day time management, you will be expected to plan your diary in advance to allow your allocated work to be completed on time.

Monthly

- Plan your time in the Scoro planner view in line with client priorities, to provide full visibility of your working day, week and month to the wider team.
- Attend a regular monthly coaching session to track the progress of personal and career goals against your Quarterly Coaching Document.
- Consistently maintain your Training Record to reflect all training and R&D supportive of your personal and career goals. Training Records and Manuals are to be presented to your Line Manager in PDPs.
- R&D – appropriately schedule ‘research and development’ time to maintain your own skills and drive results for our clients.

Fortnightly

- Attend the fortnightly company Monday Morning Meeting, contribute to share good news, progress against personal goals, updates, challenges and ideas for how we can improve as a team and company.

Weekly

- Attend the weekly Departmental Operations Meeting.
- Toward the end of each week, you should be looking at the week ahead to ensure that your GSuite Calendar and Scoro task planner is fully up-to-date where possible to provide visibility to others and planning for yourself. A week’s calendar planning should be visible at all times.
- Provide all clients (that you are leading) with consistent weekly updates relating to work completed against milestones, overdue deliverables from clients and general progress.

Daily

- Scoro – to maintain an accurate account of progress for each project worked on to ensure they accurately reflect progress. All completed work must be time-tracked in order to record actual time spent.
- Storage & Filing – all client assets and files must be accurately stored within the Google File Stream folder structure to ensure they are accessible to all members of the team at all times.
- Raise any critical concerns or issues with problems directly with your Line Manager as they happen.
- Maintain adherence to all company policies around Data Management and Security.

The Role

A Search Strategist is responsible for providing support to the account management team in the delivery of client work against agreed budgets and strategies. You will be knowledgeable and results-focused, as one of the go-to individuals within the agency for advice and expertise on all areas of search engine optimisation.

You will research and analyse industry trends, utilising best in class standards and possess a strong desire to innovate in order to continually improve organic traffic and conversions. Working closely with the wider marketing team, you will ensure your SEO strategy is aligned with the client goals and campaign objectives outlined in their strategy document.

Responsibilities

- Establish - alongside the account managers and clients - a concise and targeted set of keywords against which organic performance will be benchmarked for all clients. This should be clearly documented in the client strategy documents and maintained on a monthly basis.
- Work with the Head of Strategy, SEO lead and client services team to ensure that all client accounts you work on have a robust SEO strategy in place and objectives tailored to meet or exceed the commercial expectations of the client.
- Provide technical SEO audits and competitor benchmarking for our existing and prospective clients whether for internal analysis or new client pitches. Present your findings in a clear and engaging manner so that they can be articulated to the non-initiated.
- Work collaboratively with internal and external development teams to prioritise and push through recommendations to issues discovered in audits promptly.
- Support the production team from scoping the technical site map through to site launches highlighting any risks upfront to ensure that our new websites improve - rather than hamper - the organic performance of client websites.
- Ensure that our client websites consistently meet best practice and our technical SEO standards would always stand up to scrutiny from industry peers or rival agencies.
- Work with colleagues across content, PR and outreach to collaborate on off-page rankings signals to support wider Organic Search objectives for your clients.
- Maintain an awareness of emerging tools and software that enhance our offering and processes and keep up to date with industry news, algorithm updates and emerging legislation that impacts performance in Google.
- Clearly and effectively communicate with clients by email and in meetings or conference calls.
- Make constructive and proactive recommendations to the account management team around opportunities to best utilise or grow the SEO retainer for our clients.
- Effectively brief SEO support tasks to colleagues where appropriate, providing detailed instructions, clear required outputs and guidance throughout.
- Confidently and constructively manage upwards, sharing insight and suggestions to The Directors to support the success of the role.
- Happy client base through strong performance and outstanding communication.

Behaviours

- Results-focused and not phased by the need to work towards clear targets.
- You take action. While consultation and recommendations are key parts of your role, proactivity is essential to stay ahead of competition and ensure that standards do not drop.
- Able to meet tight deadlines and remain calm under pressure.
- Highly organised and self-motivated - you ensure that your key daily/ weekly/ monthly milestones are always met.
- Eye for detail - you maintain accountability for the technical standards across all client websites..
- Positive attitude to challenges and change.
- Aware. You show an eagerness to be involved in and absorb relevant conversations around you to further your understanding of all areas of marketing.
- You ensure that you extract a thorough brief and then 'get stuck in' to get the work completed to a high standard.
- You are fully entrenched in StrategiQ's business objectives and company standards.
- Eagerness to grow within the company and develop our SEO offering and reputation within the industry.

Skills

- Strong all rounder with experience in technical SEO, content SEO and link/trust/authority building
- Experienced in the development and execution of SEO strategy for B2B, B2C and eCommerce websites
- A detailed knowledge of ever-changing search engine ranking factors and how to optimise client websites and maximise marketing campaigns in order to continually increase rankings against overall objectives.
- An analytical eye and overarching interest in using data to influence your decision-making; making expert use of industry leading tools, Google properties and your advanced-level Excel/G'Sheets skills.
- In depth understanding of consumer motivations and the role in which search engines play in the conversion funnel.
- Creativity in problem solving and ideation that is backed up by careful testing and measurement of results.
- The ability to confidently articulate ideas and opinions to your Line Manager and - where appropriate in a structured setting - the wider team or clients.
- Have a methodical and structured approach to research that allows you to consolidate your findings quickly and effectively.
- Experience (and ideally qualification) across Google's key Tools such as Google Analytics, Tag Manager, Keyword Planner, Trends and Data Studio.
- Familiarity with an array of leading Industry Tools and their respective offerings such as Screaming Frog, Ahrefs, Sistrix, Accuranker, SEMRush etc.
- Ability to perform detailed Keyword Research tasks and combine a multitude of data-sets, commerciality and initiative to produce highly effective Keyword Opportunity strategies.
- Familiarity with on-page technical best practice across Ecommerce, Schema, Mobile, Internationalisation etc.

Desirable (Not essential)

- Basic knowledge of HTML, CSS, Javascript and popular Open Source CMS Frameworks such as WordPress, Shopify and Magento as examples.
- Basic knowledge or interest in learning programming languages such as Python, R or Apps Scripts.

Performance Metrics

- GWC 22+ People Analyser
- Quarterly service line account growth 10%
- Client have achieved Service line KPI's metrics
- Individual NPS 90%

Excelling within the role

At StrategiQ we foster an environment of innovation, excellence and thought leadership. Within this role - you may be able to support the business further by contributing outside of your standard duties. Examples of how you may excel within the role are as follows:

- **Improve Processes & Standards**
Develop and improve our processes and standards within some of the many facets of SEO, be it site speed analysis, local SEO, site launches, keyword research, technical audits or others.
- **Case Study Level**
Produce case study level work that contributes to the Directors and account management team being able to upsell SEO as a service to new and existing clients.
- **Award Submissions**
Execute solid-strategies and deliver results that either independently or as part of our integrated service provide award short-listings within relevant, respected Award categories.
- **Research and Development**
Contribute thought leadership and lead R&D projects that gain attention in the wider SEO community.
- **Latest Trends**
Stay ahead of latest trends and updates, ensuring that they are communicated to the wider team and incorporated within your own process to maximise client results.
- **Thought Leader**
Be an industry thought leader and ambassador for the StrategiQ brand.
- **MVP Recognition**
Frequently recognised through the comments of your colleagues for your work and attitude within the company monthly MVP programme.
- **Personal Branding**
Whether authoring popular, thought leading blogs or speaking at conferences you're continually building both your personal brand and StrategiQ's position in the marketplace by outwardly excelling in your discipline. This activity may attract talent into the business, build your/our social following and domain authority and inspire your colleagues

The listed examples above are for illustrative purposes only and do not replace personal and company objectives tracked within your PDP.

Benefits

- Dedicated time for Research and Development
- Competitive salary inline with your talent, skill and experience
- 23 days holiday per year plus all British Bank Holidays
- The opportunity to attend leading industry conferences and events
- The opportunity to participate in training and certification programmes
- Inclusive fruit and hot beverages within the office
- MVP recognition programme
- Be part of a culture for learning and development
- Company-wide bonus scheme
- Inclusive gym membership (Suffolk Office)
- Annual employee awards