

Search Consultant

StrategiQ

About us

StrategiQ is a team of award-winning, value-creation specialists, spanning every brand and marketing discipline. We empower business leaders and marketing to thrive in the face of change. We integrate excellence into organisations transformation journeys to create New Future Value. We do this through tailored programmes of work that optimise, accelerate and innovate marketing activities.

Working at StrategiQ means joining a group of passionate, dedicated and visionary people; a melting-pot of personalities, skill sets and specialisms.

We are

Courageous Always doing what's right, not what's easy.

Truthful Being honest. Being resilient. Being authentic.

Knowledgeable Industry experts, pursuing the master of our craft.

Limitless Challenging norms through infinite thinking.

How this role makes a difference at StrategiQ

As a Search Consultant within StrategiQ's Search team, you'll play a central role in the delivery and growth of our search services to clients and be the go-to person at StrategiQ for advice, insight and expertise on search. You'll be obsessed with your craft, ensuring client search strategies are delivered to the highest standards.

You'll work directly with the Head of Search and AI, and partner closely with our Paid Media team, Client Managers and Client Directors. You'll own multiple search client projects across different industries and get involved in pitching for new and existing clients too - it's important that you bring a clear and thoughtful perspective on search strategies and understand the latest developments in search.

Whatever you're doing you'll be building the knowledge and skills of those around you, whether within your own team, to our clients, or the wider team at StrategiQ. You'll be an ambassador for the importance of search in our clients' marketing mix.

Skills & experience we want you to bring and develop

Technical skills and experience

Search strategy and delivery - designing and implementing world-class strategies for our clients. Proficient in all aspects of SEO - technical, data, on-page, off-page	Essential
Platform knowledge - deep working knowledge of search platforms and tools relevant for running, managing and reporting search programmes (Enterprise crawlers and Google's key search tools)	Essential
Reporting - able to communicate clearly in understandable reports and metrics that add value and confidently communicate our impact to clients in an engaging way	Essential
Commerciality - understanding of agency business model and financial management	Essential
Analytical approach - an analytical eye and strong interest in using data to influence decision-making	Essential
Programming - basic knowledge, or interest in learning, programming languages	Essential
Reputation - a strong personal brand in the industry confidently sharing a clear perspective and contributing to the StrategiQ voice on SEO	Desirable
Public speaking - experience speaking at industry events or conferences	Desirable

Power skills and experience

Collaboration and teamwork - confident leading with clients and internal teams to support high-performance and delivery of the best work	Essential
Inspiring - able to engage clients and internal teams, and develop the skills of those around you	Essential
Time management - expert plate spinner able to manage different parts of the role and sometimes conflicting priorities, and keep the right people briefed to make sure we keep our commitments	Essential
Communication - active listener and confident communicator. Able to present ideas clearly, gain the confidence of others, engage people, build relationships and influence at all levels including with our most senior clients	Essential
Attention to detail - producing work to the highest standard of accuracy and presentation	Essential
Curiosity - asking questions, challenging opinions, seeking knowledge and opportunities to learn and understand more	Essential
Problem solving - able to spot potential problems, evaluate and action solutions with confidence or seek input from others when you know it's needed	Essential
Resilience - able to reflect on and recover quickly from difficulties, able to reframe challenge and learn from experiences	Essential

What you'll be responsible & accountable for

- Responsible for hands on delivery; producing SEO audits, planning, developing and implementing client growth strategies relating to our search services
- Responsible for pitching and winning work with existing and new clients. Identifying opportunities, building relationships in meetings, writing proposals, contributing to pitch decks and advocating for search internally and in the wider industry
- Responsible for delivering high-quality work that meets agreed budgets
- Responsible for monitoring core KPIs, ensuring they are at the heart of search strategy and delivery
- Responsible for reporting on your work and supporting Client Directors or Client Managers to demonstrate the impact of our work, including at QBRs
- Responsible for internal education; helping our wider team understand search as part of the marketing strategy

When you're successful in this role

- You'll be bringing new insights, ideas and a fresh perspective on search to the agency, inspiring and exciting those outside the search team about the importance of search within the clients' marketing mix.
- You'll be designing and delivering search campaigns that outperform expectations and engage our clients with the value of investment in SEO.
- Your reputation internally means you'll be called on for your expertise and involved in efforts to win new work and grow the impact of our team.
- You'll be respected by clients who seek and listen to your perspective to inform their marketing strategies.
- Alongside other measures, your principal performance metrics will be:
 - a. Utilisation
 - b. NPS
 - c. Exceeding SEO KPI targets

Your typical week

- **50%** - hands on SEO delivery
- **20%** - client strategy, consultancy and pitching
- **20%** - training, mentoring others and R&D
- **10%** - client communication, internal collaboration and admin

A successful first 6 months with StrategiQ

In 3 months you will have:

- Demonstrated your ability to create SEO roadmaps and your proficiency in auditing and identifying areas of opportunity and growth for clients
- Demonstrated your ability to communicate effectively and manage expectations of colleagues and clients
- Delivered SEO projects to a high quality and made a positive impact on relationships we hold with clients
- Been proactive in sharing your insights about industry developments with our team

In 6 months you will have:

- Created SEO strategies for clients that are in line with their growth objectives
- Built strong relationships within the Strategiq team and with client teams
- Shown an innovative approach in your work and a hunger to learn, you'll have been proactive in sharing successes and challenges and showing a growth mindset