

## Job Description

**Post:** Search Executive

**Reports to:** Search Strategist

### Responsibilities

#### Project interaction

The successful Search Executive will assume responsibility for all work assigned to them by strategists. This responsibility includes but is not limited to:

- Providing general support to the strategists in their day-to-day activities
- Assisting in marketing activity report creation and insight creation
- Supporting SEO strategists in SEO site auditing
- Working with SEO strategists in SEO campaign work
- Assisting PPC strategists in PPC campaign creation and management
- Supporting social media campaign creation and management
- Assisting in remarketing campaign creation and management
- Administrative duties including billing and purchase order generation

It is important that the successful applicant should:

- Have awareness of digital marketing and the impact that their work may have on other aspects of the site and other teams' deliverables.
- Communicate with and update relevant leads, seniors and account teams on project statuses.
- Identify opportunities to improve end product if applicable.

#### Client interaction

Search Executives have a very important role in day-to-day communications with clients, and the successful candidate should:

- Have a great head for numbers and be comfortable when working with Excel, ideally including advanced functions such as IF statements, PivotTables and an understanding of macros.
- Have strong reporting skills – it is highly important that raw campaign data is translated into insight and actions.

#### General

- Maintain up-to-date industry knowledge through reading publications/journals and undertake appropriate training and development.
- Demonstrate some knowledge of the processes and procedures used within Client Services, Finance and IT.
- Communicate proactively and professionally with clients and your colleagues.
- Prioritise daily workload – organise, monitor and control resources to meet the plan.
- Identify and react appropriately to events threatening the plan.
- Continually work to improve client satisfaction.
- Identify where you add value to the business and its products.

- Understand your role, obligations and responsibilities.
- Talk to your line manager about any issues to prevent problems escalating.
- Use your working time both efficiently and effectively to the benefit of the company.
- Keep your workspace and environment clean and tidy.
- Limit the impact of Redweb on the environment by understanding and supporting the policies, programmes and procedures described in our ISO14001 Environmental Management System.
- Understand and comply with Redweb's HR and company policies as defined on the intranet.
- Ensure an understanding of the Redweb Quality policy and adhere to the relevant sections of our ISO9001: 2000 procedures.
- Protect information and the confidentiality of Redweb and its clients by adhering to and understanding the relevant sections of our Information Security Management System, ISO27001.
- Keep Redweb legal.
- Undertake other reasonable duties as defined by a Search Strategist.

## Person Specification – Search Executive

<b>Qualifications and Training</b>	<b>Essential</b>	<b>Desirable</b>
Educated to degree/HND level or have proven relevant industry experience	X	

<b>Experience</b>	<b>Essential</b>	<b>Desirable</b>
Experience working client-side or at an agency in a similar role	X	
Experience of SEO, PPC, social media, remarketing, and email marketing would be a definite advantage		X

<b>Skills and Knowledge</b>	<b>Essential</b>	<b>Desirable</b>
Previous AdWords accreditation	X	
Demonstrates strong analytical skills	X	
Excellent grammar, verbal and written communication skills, with the ability to write creatively and explain complex information simply	X	
Excellent negotiation and problem-solving skills	X	
<b>Other</b>		
Effective time management and organisational skills	X	

<b>Disposition and Motivation</b>	<b>Essential</b>	<b>Desirable</b>
Be passionate about online and digital media	X	
Enthusiasm and willingness to work hard	X	
Ability to handle interruptions and unreasonable demands	X	
Promote a vibrant and positive working environment	X	
Be well presented	X	
Capacity to work individually without supervision	X	
Capacity to work effectively within a team	X	
Demonstrate assertiveness	X	
Demonstrate a professional and courteous attitude to clients and colleagues	X	
Willingness to undertake training and development to enhance ability within the role, developing e.g. concept work, information architecture, accessibility and usability	X	
Flexible, creative, innovative	X	
Committed to equal opportunities	X	

<b>Job Circumstances</b>	<b>Essential</b>	<b>Desirable</b>
Willing to undertake a security check appropriate to the role	X	
Willing and available to work outside of normal working hours as required to fulfil the duties of the post	X	
Willing to undertake travel as required to fulfil the duties of the post	X	