

Director of Search Marketing – London

Description

Our client is a leading and established E-Commerce business dedicated to providing high-quality products/services to their customers. With a strong commitment to innovation and customer satisfaction, we have experienced significant growth in our online presence. To further enhance our digital marketing strategy, we are seeking a dynamic and experienced Director of Search Marketing to lead our efforts in optimising search performance.

Position Overview: As the Director of Search Marketing, you will play a pivotal role in driving the online visibility and revenue growth. Reporting directly to the Chief Marketing Officer, you will lead a talented team and be responsible for developing and executing a comprehensive search marketing strategy across various search engines, with a primary focus on Google and Bing.

Responsibilities

Strategy Development:

Develop and implement a robust search marketing strategy aligned with overall business objectives.

Conduct thorough market research and competitor analysis to identify opportunities and trends.

Stay abreast of industry best practices and emerging trends in search engine marketing

Team Leadership:

Lead, mentor, and inspire a high-performing search marketing team.

Foster a collaborative environment that encourages creativity, innovation, and continuous improvement.

Set clear performance metrics and goals for the team, and provide regular feedback and coaching.

Campaign Management:

Oversee the planning, execution, and optimization of all search marketing campaigns.

Manage budgets effectively to maximize ROI and achieve business targets.

Monitor and analyze key performance indicators (KPIs) to identify areas for improvement.

SEO and SEM Optimization: Develop and implement on-page and off-page SEO strategies to improve organic search rankings.

Hiring organization

Exec Capital

Employment Type

Full-time

Beginning of employment

1st January 2024

Duration of employment

Perm

Industry

E-Commerce

Job Location

London

Base Salary

£ 125000 - £ 150000

Date posted

November 15, 2023

Valid through

31.12.2023

Optimize paid search campaigns for efficiency and effectiveness.

Work closely with cross-functional teams to ensure alignment with overall marketing and business objectives.

Analytics and Reporting:

Utilize analytics tools to track and measure the performance of search marketing campaigns.

Provide regular, data-driven insights and reports to senior leadership.

Identify opportunities for improvement and make strategic recommendations based on performance analysis.

Qualifications

- Bachelor's degree in Marketing, Business, or a related field. Master's degree is a plus.
- Proven experience in a similar role, with a track record of successfully developing and implementing search marketing strategies in the E-Commerce sector.
- In-depth knowledge of SEO, SEM, and other digital marketing channels.
- Strong leadership and team management skills.
- Excellent analytical and problem-solving abilities.
- Effective communication and collaboration skills.

Job Benefits

Great Salary £125,000 to £150,000 depending on experience

Contacts

Exec Capital are a Leading London based Executive Recruiter for [Search Marketing Executives](#).