EXEC CAPITAL

https://www.execcapital.co.uk/job/director-of-search-marketing/

Director of Search Marketing

Hiring organization
Exec Capital

Employment Type
Full-time

Beginning of employment
1st November 2023

Duration of employment
Perm

Industry
Fintech

Job Location
London

Working Hours
9-5

Base Salary
£ 115,000 - £ 125,000

Date posted
September 25, 2023

Valid through
31.10.2023

Description

Job Title: Director of Search Marketing

Location: London, United Kingdom

About Us: Our client is a leading fintech company based in the heart of London. They specialize in financial insights, with a mission to revolutionise the financial industry through innovative solutions. As they continue to grow and expand,they are looking for a dynamic and experienced Director of Search Marketing to lead their digital marketing efforts.

Job Summary: We are seeking a highly motivated and strategic-minded Director of Search Marketing to join our team and take charge of our digital marketing efforts. In this role, you will be responsible for developing and executing a comprehensive search marketing strategy to drive traffic, acquire new customers, and increase brand visibility. You will lead a talented team of professionals, manage our digital advertising budget, and play a pivotal role in shaping our digital presence within the fintech industry.

Responsibilities

- **Strategic Planning:** Develop and execute a results-driven search marketing strategy aligned with our business goals, including SEO, SEM, and PPC campaigns.
- **Team Leadership:** Lead and mentor a team of search marketing specialists, providing guidance, training, and performance evaluations.
- **Budget Management:** Manage and optimize the digital marketing budget to maximize ROI, monitor campaign spending, and ensure cost-efficiency.
- **Keyword Research:** Conduct in-depth keyword research and competitive analysis to identify opportunities and trends in the fintech sector.
- **Content Strategy:** Collaborate with content creators to develop and optimize content for search engines, ensuring it is informative, engaging, and search-friendly.
- **Campaign Management:** Oversee and optimize pay-per-click (PPC) advertising campaigns across various platforms (e.g., Google Ads, Bing Ads) to maximize click-through rates and conversions.
- **SEO Implementation:** Lead the development and execution of on-page and off-page SEO strategies to improve organic search rankings and drive organic traffic.
- **Analytics and Reporting:** Regularly analyze and report on the performance of search marketing campaigns, using data-driven insights to make informed decisions and adjustments.
- **Stay Updated:** Stay abreast of industry trends, search engine algorithms, and emerging technologies to keep our marketing strategies innovative and effective.
- **Collaboration:** Collaborate closely with cross-functional teams, including product development, sales, and design, to align marketing efforts with overall business objectives.

Qualifications

- achelor’s degree in marketing, business, or a related field; MBA or advanced degree preferred.
- Proven experience (X+ years) in search engine marketing, including SEO and PPC, preferably within the fintech industry.
- Strong leadership skills with a track record of managing and developing high-performing marketing teams.
- Expertise in digital marketing tools and platforms, including Google Ads, Google Analytics, SEMrush, and SEO optimization tools.
- Exceptional analytical skills and the ability to use data-driven insights to make strategic decisions.
- Excellent communication and interpersonal skills, with the ability to collaborate effectively with cross-functional teams.
- A passion for fintech and a deep understanding of the financial services industry is a plus.
- Competitive salary and benefits package.
- Opportunity to work with a dynamic and innovative team in the fintech industry.
- Room for career growth and development within a rapidly expanding company.
- Convenient location in the heart of London.
- Exciting company culture with regular team events and activities.

If you are a forward-thinking, results-oriented digital marketing professional with a passion for fintech, we invite you to apply for the Director of Search Marketing position . Join us in shaping the future of financial technology!

Job Benefits
Competitive Salary

Contacts
Exec Capital are a leading London Executive recruiter who specialise in Search Marketing Executives.