

# SEM Manager (To £70K + comm. + benefits)

## Company

Based in West London, our client is at the heart of a new and rapidly growing sector, driven by consumer demand for real information, from real people about products and services.

Consumers go to the website and read reviews from their peers which gives them real insight into their purchase decisions. The business is all about empowering the consumer to make informed choices via a community of reviewers.

We believe this sector, and our business at the heart of it, represents a major shift in consumer behaviour over the coming years – whereby the power is handed back to consumer groups and away from major brand marketing.

The business is undergoing some very major changes over the next 12 months as a brand new management team is driving it forward rapidly from June of this year, both in the UK and Internationally, and establishing it as **the** major brand in the sector.

We are recruiting a whole new finance, marketing, technical and commercial team so it will feel like a start-up, but with the solidity of a business already performing extremely well over the last 8 years.

## Job Description

We are looking for a dynamic, ambitious and experienced SEM Manager

The business has incredibly good SEO rankings and generates a huge amount of traffic via this method. We have a massively broad range of products and services and benefit hugely from 'the long tail' effect.

We believe that the SEM Manager should not simply be an extension of the technology team but should be at the heart of the business, working across all divisions and ensuring that our SEO rankings are at the forefront of everyone's mind.

We are undergoing a period of rapid change and development to improve the product and during this period we have two key requirements of the SEM Manager:

Firstly, the role will be at the centre of all our website development projects to ensure that any changes we make do not have an adverse affect on our current SEO rankings.

Secondly, the role will develop new methods, tools and procedures to ensure that we are constantly improving on our SEO rankings both in the UK and overseas.

As a UGM service our content is constantly changing and we need to ensure that our SEO strategies and tactics are also rapidly evolving.

We are looking for an experienced SEM Manager with strong reputation, proven track record and demonstrable ability to take on a complex SEO solution.

The candidate must be hungry to be involved in a small, rapidly growing digital business at a management level and should share our view that SEO should be at the heart of the business.

This role would suit someone who is ambitious, entrepreneurial and results focused.

The role will report into the Marketing Director and will work closely with the senior management team across the business.

## **Experience & Requirements**

- Relevant experience in the digital / internet marketplace
- Proven track record of continually improving the SEO of a major digital property
- Experience of working within a team developing or redesigning a major website
- Experience of risk managing an existing SEO position
- Experience in understanding complex SEO solutions
- Continually keeping ahead of the game with SEO developments and industry changes
- Experience of working with, and ability to evaluate, the best SEO tools on the market to help with the role
- Deep understanding of what will affect our SEO rankings
- Ideally experience of working across the whole business and enthusing about SEO

## **Skills**

- Ability to clearly communicate and express ideas and thoughts
- Strong organisational and analytical skills
- Strong self motivation
- Excellent technical skills
- Good team builder
- Commercially creative & innovative

Competitive rates available for the right person.

We are a hugely ambitious and driven business and are looking for individuals that share these traits.

Please reply via email (to [marknunney@clara.co.uk](mailto:marknunney@clara.co.uk) or [inspiredfreelance@googlemail.com](mailto:inspiredfreelance@googlemail.com)) in the first instance, with a CV or information which demonstrates relevant experience and skill sets.