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| **ROLE Title:** | **SEO Manager** | | **DAte:** | | 27th October 2022 | |
| **GRADE:** | D | | **Business Unit:** | | Performance Marketing | |
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| **Role** | | **Key Responsibilities:** | | **Skills / Knowledge / Experience:** | | **Competencies / Values** |
| **Role Purpose**:  To take ownership of monitoring, initiating and executing SEO strategies and best practises that increase traffic to the RAC domain organically via search engines through optimised rankings of commercial keywords for a portfolio of core RAC products.  Managing one FTE and an external SEO agency whilst collaborating with internal stakeholders to deliver a roadmap linking to the RAC’s SEO strategy. With a mix of technical, on page and off page optimisation expertise, prioritising key actions effectively to ensure the RAC domain is performing optimally and achieving high rankings and high domain authority  **Role Dimension: Financial**   * Ensuring activities deliver to budget * Financial and Performance KPI’s Reporting   **Non-Financial:**   * Ownership of the RAC’s SEO roadmaps * Ownership of technical health of the RAC domain * Deliver growth of SEO commercial rank and traffic * Ensure team works collaboratively with Content Team, product owners and external teams to support wider product search engine optimisation * Manage SEO Executive delivering all requirements as a people manager   **Reports to:**  DIGITAL MARKETING MANAGER  **Relationships Internal:**  Performance Marketing Team  Brand and Comms Team  RAC Financial Promotions/Legal Teams  Development & Digital Products Teams  Trading & Propositions Team  RAC Studio  **External:**  SEO Agency  External Content Suppliers  SEO | | **What the role must deliver:**   * Represent SEO as a key point of contact across all RAC products * Delivery of circa. £11m annual SEO revenue budget * Managing an SEO Executive. Providing mentoring, 121’s, reviews, coaching and development opportunities * Account management of a dedicated third-party SEO agency * Lead the planning and execution of SEO strategy both short and long term that supports RACs ambition to be the number one provider across a portfolio of strategical products * Leading on decision making involving SEO roadmaps, prioritising actions that deliver growth of visibility and SEO rankings * Management of promotional roadmap deliverables across key SEO landing pages and best action to achieve ‘SEO first’ execution * Monitor, maintain and troubleshoot technical best practises to ensure key landing pages are optimised for search engines to maximise ranking opportunity * Provide clear, data led insightful reported views on a weekly basis that support key trading conversations of actualised performance vs KPIs * Lead conversations with Content Editor to ensure DRIVE is fully utilised to support SEO goals * Leading SEO recommendation that supports wider internal and external teams leading to optimisation and best practises for other RAC products * Manage on-page compliance processes to ensure that the SEO team upholds the highest standards that adhere to FCA compliance processes and documentation of these processes * Budgetary management and payment sign off to third-party tools, suppliers and agencies and costs tracked in central budgets | | This role would be suited to an individual with:   * Strategic commercial experience, a track record of delivering growth within a commercial environment * Proven experience line-managing a team of SEO / Owned Media specialists * Proven experience in SEO, ideally in relevant sectors with a strong blend of technical, creative, and analytical skills and commercially aware * Executing SEO strategies and best practises with proven results * Prior management of technical health of a large-scale domain * Experience working with multiple teams and communicating with stakeholders at various levels whilst being a confident communicator with the ability to explain complex problems and solutions in layman’s terms * Experience of selecting and managing agencies, with a focus on establishing relationships, developing efficient processes, and delivering against targets * Knowledge of marketing principles, with an ability to articulate the role of SEO within the broader context of marketing and commercial * An interest in analytical thinking, interpreting data, discovering useful insights, and using these to improve performance * Excellent communication skills, both written and verbal, with an ability to turn data and insights into actions * Adept use of Google Analytics and Google Search Console, demonstratable experience of on-page SEO techniques * Proficient knowledge and understanding of Google algorithm updates * Comfortable working to tight deadlines within a fast-paced working environment, whilst maintaining good verbal communication skills and a positive team ethic are key   **Qualifications/FSA:**  University degree desirable | | **RAC competencies –**  **Level 3:**   * + Achievement Drive   + Building Relationships   + Commercial Awareness   + Continuous Improvement   + Judgement & Decision Making   + Influence   **Values**  **Handle it Together**  I share ideas and work across functions to achieve the best results for the business  I demonstrate the courage to positively challenge others  **Exceptional Service**  Delivering excellent results and service, every time  I understand the business strategy and make sure our work supports our goals    **Raise the Bar**  I'm driven and ambitious to be the best I can be and always look for ways to improve  I challenge myself and others to do better every time and set stretching targets  I never stop learning – actively seeking ideas and opinions from other people, learning from my mistakes and sharing my learnings with other    **Own It**  I lead by example – I do what I say I will and take ownership of issues and solutions  I'm trusted to be part of the solution and achieve the right outcomes for Customers and Colleagues  I'm passionate and committed to making a positive difference |