



Brave digital. Expertly done.

SEO Performance Director (6 Month FTC) Job Description

SEO

Greenlight Digital Ltd

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The home of **GREENLIGHT**

From flexi-time, on-site physiotherapy, 25 days' holiday entitlement, private medical insurance to ongoing training programmes and much more, we do our best to ensure everyone is able to work in a supportive, fun and engaging workspace that encourages growth and development.

WHAT
WE DO



Job specification

Title: SEO Performance Director

Job purpose

Major responsibilities of this role include client delivery; defining processes and evolving our SEO proposition; strategic lead for a wide cross section of agency clients; and training and knowledge development of the SEO team and the wider agency.

You'll be a key influencer and decision maker in what we sell and how we deliver what we sell. You should have a clear vision for the future of SEO and be willing and able to play a major part in ensuring Greenlight maintains and strengthens its already good reputation in this field in the coming years.

You'll report to the Head of SEO. You'll have a very close working relationship with the wider SEO management team, comprising: Head of Content, Content Marketing Manager, and the Digital PR and Copy Leads.

Around half of the SEO Consultancy team will report directly to you, with direct line management of approximately 2 Senior Consultants or Consultants, and a further 2-3 Consultants and/or Executives reporting to those individuals.

The role mirrors the Performance Director and Account Director roles in our Paid Media and Client Services departments respectively. As such, you'll take a step away from direct client delivery with the target utilisation on client work reducing from 75% for our Senior SEO Consultants to 60% for SEO Performance Director, and the focus of the work transitioning away from day-to-day deliverables and more towards strategy and key client work.

The additional time freed up for non-client work is principally intended to be spent on evolving what we deliver for our clients and how we deliver it, and to improve the level of SEO knowledge across the business, to ensure our proposition remains relevant and to improve the results our clients see and the efficiency with which the SEO department in general, and the consultancy team specifically, is able to meet its delivery obligations.

Role & responsibility

Your responsibilities will vary considerably from month to month. To provide a good idea of the shape of the job, responsibilities have been split into primary, secondary and tertiary.

Primary responsibilities are those that we expect to form a part of most of your weeks at Greenlight in one way or another. **Secondary** responsibilities are still critical to the role (equally as important as Primary ones) but are by their nature carried out less often.

Tertiary responsibilities are not specifically core to the role but may come up now and again.

Client delivery

- **Primary:** Work directly on client deliverables, albeit with reduced frequency compared to the Senior SEO Consultants and SEO Consultants in the team, and with more focus on strategic, unique or particularly key deliverables.
- **Primary:** Ensure new clients are given the necessary push and direction to guarantee their success once handed over to the BAU team. During an initial 1-3 month period with a client, this will involve more of a direct hand in the day-to-day, attending client meetings and internal campaign meetings, defining the overarching SEO strategy and making sure everyone in the assigned team understands it (including in the Content & PR teams). You'll also identify new SEO opportunities for your clients and works with the relevant SEO and Client Services staff to develop these opportunities into paying projects.
- **Primary:** Final point of approval and quality control within your team for client deliverables, where escalation beyond Consultant/Senior Consultant is needed (e.g. highly sensitive client, crisis period, critical deliverable). Ultimately, for clients where you are the Performance Director, you'll need to be happy that the work being produced by the team under you is good regardless of your personal level of involvement.

SEO leadership

- **Primary:** Responsible for developing and implementing standardised internal tools and processes and new ways of working for the SEO Consultancy team. These may be general processes (such as what areas of usability should be looked at as part of an SEO campaign) or more specific (like templates and a documented step-by-step for quickly building an insightful client backlink analysis).
- **Secondary:** Push forward the knowledge and skill of the SEO Consultancy and Content & PR teams, and the wider company, including developing and running training sessions; both ad hoc and by contributing to the Greenlight SEO training programme and/or knowledge share programme.
- **Tertiary:** Standing in for the Head of SEO in their absence when required for a variety of task including the delivery of internal and external training, recruitment and HR matters, pitch delivery and marketing contributions.

Sales and marketing

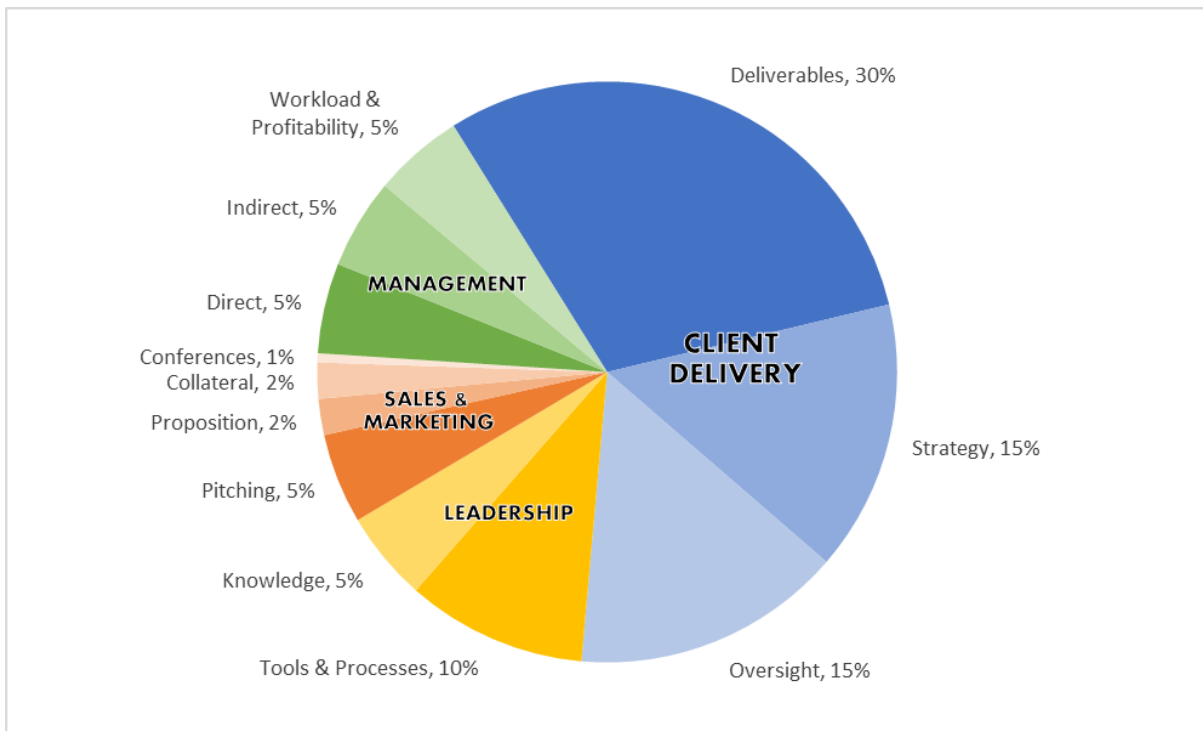
- **Secondary:** Work with the Director/Head of SEO and Head of Content to define and package SEO products and services.
- **Secondary:** Prepare and deliver pitches, pulling in the most relevant staff to work on each prospect with you from the various teams based on your understanding of their strengths, interests and availability. You will be the pitch lead for approximately 20% of SEO pitches.
- **Tertiary:** Write collateral for the agency such as service sheets, standard pitch slides, posts on the Greenlight blog, client briefings and other client wide communication.
- **Tertiary:** Speak at conferences on behalf of the agency.

Team management

- **Secondary:** Have regular 1:1 meetings with your direct reports to discuss challenges, progress against goals and job satisfaction. Set individual short and long-term objectives for your team that consider both the overall strategy for the agency and

- the individual goals and aspirations of your team members. Run the annual review process for your team members.
- **Primary:** Have informal or formal catch ups with non-direct reports to ensure you're aware of wider team morale, performance and sentiment.
- **Secondary:** Use time reports, resource planning tools and client utilisation stats to help you manage team workloads appropriately, and ensure your team is accurately completing this information on time each week.

Illustrative split of time



Qualification & skills requirements

Essential

- Three years' experience in a similar role

What you'll get

Our employees make us who we are, so to make sure we attract and retain the best and brightest brains in the industry, we offer an attractive benefits package. As well as all the usual perks you would expect from a leading agency (stylish office, tick! Pool table, tick! Friday beers, tick! daily breakfast and fruit, tick!), here are a few more benefits we think you might also like:

- **Agency bonus:** Rewarding you for over-delivering on revenue and contributing to new business
- **Flexi time:** Do your daily hours any time between 8h00-10h00 and 16h30-18h30
- **Above-stutory employer's pension contribution:** It matters, so we make sure it's done properly (3% contribution)
- **Private medical insurance:** To keep you fighting fit and give you and your family peace of mind
- **Life assurance and income protection:** We know it feels good to be covered, just in case
- **On-site physio:** Fortnightly visits from a highly skilled and qualified physiotherapist
- **Yoga classes:** Weekly hour-long sessions for the yogis among us
- **Mindfulness sessions:** To teach you stress-busting, headspace-increasing techniques



Manifesto

We're a company of committed and curious people.

A group of diverse and expert minds, who understand that brands need to delight and reward if they're going to earn the right to talk with people.

So, we refuse to get by on '*best practice*'. We don't see the point in phrases like '*user needs*'.

Instead, we get to what people actually *want*.

We work with people who also trust their instincts and are just as bold with their vision as we are. People who know that to get noticed, you have to be different.

For us, it's all about marrying data with creativity, backed by bulletproof technology. A blend of hard logic with the kind of ideas that hit you with crystal clarity in the middle of the night.

Not head *or* heart. Both.

Our values



If it doesn't feel right, we speak out.

We act on our curiosity,
and question things



The devil's in it.

So, we keep our eyes on it.

Some of our clients

The electronics specialist
maplin

ebay

 HarperCollins.

ghd
good hair day, every day

BrightHouse


new balance

 Electrolux

LAURA
ASHLEY

THE
BRITISH
HOME
STORE

 HURTIGRUTEN

BURTON
MENSWEAR
LONDON

MASTER of MALT
keeping you in fine spirits since 1985


HISCOX

Rapha.

SIEMENS

Currys 

湿度乾燥(しなさい)
Superdry.


MILLENNIUM
HOTEL



Carphone Warehouse

VICTORIA BECKHAM

FOOTASYMIUM 

LIBERTY
LONDON

mbna

BBC

FURNITURE
Village

 **wex**
photographic


EURONICS


Legal &
General


32Red

Our story

Greenlight has lived and breathed digital since 2001, when we started as three people in an old North London print shop. Today, we're a full-service digital and commerce agency made up of 170 people, with a reputation for producing integrated, transformational strategies across the entire digital space.

We're still run by the very same people who set us up, and we're proud to be independent. It means we can move more quickly, boldly and effectively.

Our approach is data-led, and 100% audience focused, which allows us to solve problems in the most impactful and measurably effective way for our clients. Of course, all this would mean nothing without our incredible staff. Our teams are made up of some of the most skilled, passionate, and inquisitive minds in the industry. People who really care about making a difference, and who our clients genuinely enjoy working with.

It's this focus and passion that's seen us deliver innovative work for brands such as ghd, Dixons Carphone, Superdry, Furniture Village, and eBay in over 30 countries.

We're the people that grow our clients' business, by putting their customers first.

And with over 140 nominations and awards under our belts, we think we must be doing something right.