

Group Search Strategist Job description

Description of your role at Crafted

Classified as confidential

Department Search Strategy

Reporting to Head of Search Strategy

Job Description.

Summary of the main objectives of the job.

Leading a small team to expertly deliver high quality organic search campaigns for clients of all sizes. Taking what can be complex client requirements and confidently leading strategic direction to turn them into deliverable organic search campaigns, while building relationships at all levels of their business. The role has line management responsibility for those within your Search Strategy “Group”, an element of client-facing strategic work, as well as working directly with the Client Services team to deliver and exceed client objectives.

You will foster a coaching and mentoring role, helping to develop others, and as a senior figurehead, will set the standard professionally and behaviourally across the team. You will also have influence on the wider operation and evolution of the Search Strategy team.

Position in the organisation.

Details of your team structure and line manager.

You will report into the Head of Search Strategy you will work in a senior capacity within the team which will include mentoring and line management of team members at various levels. You will work closely with other members of the Search Strategy team, Technical SEO team, Advertising departments and the Client Services department, as well as the Commercial team at times.

Key responsibilities and tasks.

Examples of key accountabilities of the role.

Management responsibilities

- Allocate time and attention to your team and client needs, collaborating with the Head of Search Strategy for development and guidance
- Oversee daily management and long-term development of your Group, including appraisals, workload management, mentoring, and administrative tasks
- Serve as the primary escalation point for client account issues within your Group
- Directly manage large-scale SEO campaigns for Tier 1 and 2 clients (our highest billing clients), ensuring effective delivery and coordination
- Act with commercial awareness to enhance services and support the Commercial team in the creation of proposals and pitches

Strategic work/direction for clients

- Evaluate and articulate the strategic direction of client SEO campaigns to stakeholders
- Analyse results and data trends to generate presentations with actionable insights for client strategies
- Prepare and lead meetings, representing the SEO service to clients, including at Board level

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- Stay updated regarding industry trends and advancements to inform the Search Strategy team's development and offerings
- Suggest process enhancements collaboratively with the Head of Search Strategy to improve team efficiency

Experiences and competencies.

Details of knowledge, skills, and experience required of the role.

We have a strong focus on personal development and know 'good people' can build upon skills to make them the right fit for the role. However, we do need you to have a certain level of experience. For this role, we are looking for.

Management responsibilities

- Strong line management experience managing small teams
- Experience of conducting regular catch ups and check-ins, providing feedback, and managing employee performance
- Skills in developing team members through coaching and mentoring
- Experience of successfully guiding and motivating a team
- Experienced with allocating resources and managing team workloads effectively
- Effectively managed multiple projects and timelines

Strategic work/direction for clients

- Delivered effective SEO campaigns in competitive markets to meet or exceed KPIs and objectives
- Extensive experience identifying relevant keywords, search intent and opportunities for organic growth
- Created and executed content strategies aligned with SEO goals and audience needs
- A mastery of on-page optimisation techniques, including meta tags, headings, descriptive content and internal linking
- A strong understanding of website architecture, performance, compatibility and accessibility
- A strong understanding of local search optimisation techniques and tools, especially for businesses with physical locations
- Excellent knowledge of effective and ethical link-building strategies to enhance domain authority
- Experience of identifying outreach and partnership opportunities for clients and delivering creative outreach campaigns
- Developing and presenting impactful SEO strategies, collaborating effectively with team members and wider marketing teams

Behaviours.

At Crafted, a Group Search Strategist (GSS) plays a key role within the Search Strategy team. Organised into 2 or more Groups, the Group Search Strategist role heads up a team consisting of a range of Senior Search Strategists, Search Consultants, Search Executives or Search Trainees (expected 2-5 persons).

What it means to be a GSS at Crafted

A GSS will combine management of your personal client campaigns with the line management of the team below you. You'll allocate clients across that team, and delegate tasks to balance commercial needs, client expectations and professional development within your team. As both you and the team grow, you'll move to being a strategic lead and escalation point with few if any day-to-day clients.

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A role focussed on collaboration, you'll work closely with other team Group Strategists and relevant team heads. You can't do it all, so effective delegation and focussing on how to remove roadblocks, will free up the headspace of your team to do their best possible work.

You are a multiplier role

We're focussed on working better, not just harder. If you can develop everyone in your team, provide support, guidance, and the strategic view then you'll multiply their effectiveness and deliver outcomes greater than anything you can do alone. You have responsibility for making it better, not to do it yourself. A key success for the role will be the development and support of your team.

Be the best representative

You'll be going to pitches as "me and my team", you need to give timely, constructive feedback to your Group and manage a change of behaviours if required. Your role is to be the best representation of an Search Strategy team member to your Group, and others across the agency.

Crafted's values.

Our values are more than just words on an office wall. They provide direction for your decision making, how to conduct yourself, and how you can have a positive impact on the business.

Go Deliver.

Expertise and quality in all we do
Commitment to keeping our promises
Taking ownership and finding solutions

How to apply it:

You take pride in delivering quality work. You know that it's better to show, not tell, and you'll confidently share your knowledge and expertise in a way that helps those you work with. You're committed to the task and can be counted on to keep your promises.

Go Together.

Being dependable and considerate
Flexibility and willingness to support each other
Being respectful of others
People first culture

How to apply it:

You appreciate, and encourage sharing of, other people's views, ideas, and opinions. If you see a person struggling, you're finding ways to support them. Equally, if you're having a tough time, you seek support. You know that the whole is greater than the sum of all our parts.

Go Beyond.

Impact outside of our four walls
Exceeding expectations
Striving for better

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How to apply it:

You're motivated to discover, learn, and adopt new things. You're not afraid to challenge assumptions and look at the bigger picture. You bring enthusiasm to your day-to-day and it helps you to outperform expectations. You have a positive impact outside of your specific responsibilities.

Declaration.

This job description is not exhaustive but is provided to assist the post-holder to know what their main duties are. It may be amended from time to time without changes to levels of responsibility appropriate to the grade of the post and in discussion with the post-holder. Crafted is an equal opportunities employer.