

## Head of Search - Job Description

### Job brief

Mmadigital is looking for Head of Search to join our unique and growing team of lead generation specialists. We currently own various brands that we use to market for leads across the legal, financial and insurance sectors each with their own website.

The Head of Search will be responsible for managing and growing our branded websites with the overall goal of increasing a quality back link profile, organic traffic and ultimately conversion rates.

The candidate will have experience in managing multiple accounts at a high level and have a proven track record of delivering results in reasonable time periods.

### Role & Responsibilities

- Developing and implementing effective search engine optimization (SEO) strategies
- Conduct keyword research to guide content
- Work with multiple different brands and manage multiple accounts & projects
- Tracking, reporting and analysing website analytics
- Executing tests, collecting and analysing data, identifying trends and insights in order to achieve maximum site engage and high performing competitive key word rankings
- Produce regular reports for directors and senior management
- Stay on top of current SEO and marketing trends
- Work to strict content deadlines and keep up to date with industry news in order to produce reactive news content
- Increase organic and referral traffic volumes over various sites with the overall goal of increasing conversions
- Work with our in house content writer and PR specialist to ensure the content is relevant to SEO strategy and keyword focus

### Requirements/Desired Skills

- Technical SEO knowledge
- Well-versed in performance marketing, conversion, and online customer acquisition
- Creative thinking to bring new ideas forward in order to increase our online visibility
- Experience with SEO reporting
- Familiarity with relevant tools (e.g. Conductor, Screaming Frog, MOZ, SEMRush) and web analytics tools (e.g. Google Analytics, WebTrends, Search Console)
- Basic knowledge of HTML/CSS
- Experience with Wordpress or similar CMS'
- Experience in SEO management positions preferably within an agency

### About us:

mmadigital is a leading customer acquisition business, specialising in digital marketing and claims management business, in the legal and financial services sectors.

Since 2011, mmadigital has been the digital marketing agency of choice for the legal and financial services sectors, working with many legal and financial partners throughout the UK. We are one of the UK's largest independent marketing collectives, with a reputation for excellence and quality.

Specialist enquiry areas: Injuries & Accidents; Industrial Disease; Clinical Negligence; Family Law; Contested Probate; Housing Disrepair; Employment Law; and Wealth Management.