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A Merkle Company

Job Description

Position

SEO Director

Reports to

General Manager

Location

NSW/VIC/QLD/WA

Works with

Columbus: Core team, Performance team, Experience team, Data team

Dentsu Aegis: Client Partners, Senior Account Managers, Client Leads

Role overview

The SEO Director is responsible for driving the SEO product adoption in market, whether internally at DAN or externally with prospective clients.

Seen as the authority on SEO strategy, the SEO Director is the go-to-person for new business support, product development and client delivery.

A deep understanding of SEO concepts and applications is a must, as well as the willingness to develop and nurture a high performing team

As a guide, the role is 50% technical consultancy and strategy; 25% internal communications/team management, 25% new business and client support



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Roles & responsibilities

Work with your team to deliver best-in-class SEO services

- Lead SEO strategies, encompassing all relevant SEO products, using effective workflow techniques across projects in order to meet deadlines, manage workloads to a very high quality
- Lead the SEO team to implement and execute best in class SEO campaigns, working very closely to take ownership and delegate to the team as appropriate
- Drive strategic SEO solutions to leveraging client first, second and third party data to improve SEO outcomes
- Work with the content team to ensure content is delivered with an SEO and performance lens
- Lead and work with the content and SEO teams to execute and implement client recommendations including, website auditing, code creation, page speed improvements, AMP development, custom HTML implementation and meta data

Build solid relationships with clients and partners

- Responsible for SEO implementation and results across all clients in market
- Quickly build strong relationships with clients, built on expertise, trust and confidence.
- Constant review of client campaigns, identifying area of improvement and opportunities to formulate strategies as appropriate.
- Effectively manage SEO conversations in client meetings, ensuring the consultancy is timely and adding value to overall digital conversations
- Develop strong relationships with our media and technology partners to stay ahead of the curve with the latest technology developments in market

Nurture and support team environment

- Lead by example across all SEO delivery in market
- Ensure a positive and motivating work environment for your team, delivering staff stability, recognition, and tailored personal development plans.
- Identify areas for development and put in place clear plans to help your team achieve their development goals and career roadmap within Dentsu Aegis Network.
- Staff performance reviews to be conducted on-time with clear guidance around KPIs

Deliver strong business outcomes

- Work with the National Head of Experience to build awareness and reputation of the Columbus Experience product (specifically SEO) including conference speaking, marketing team support and white papers where relevant
- Deliver insightful consultancy and competitor analysis to CMO level client stakeholders



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The ideal candidate's experience

- 8+ years' Experience with SEO/organic search
- Experience dealing with complex SEO situations, integrations then delivering clear business focused solutions
- Understanding of global SEO strategies, techniques and what it takes to deliver successful SEO campaigns
- Experience with big data and its value and utilisation in SEO situations
- In-depth Knowledge of various SEO tools and platforms
- In-depth knowledge of web analytics tools and their application
- Advanced understanding of HTML, JavaScript & CSS, & a working knowledge of server-side concepts such as PHP, .Net

The ideal candidate's personality

- Demonstrable levels of professional maturity, self-confidence, passion, energy & positivity
- Excellent verbal and written communication skills
- Exceptional leader with a passion for developing and coaching talent
- A confident presenter to multiple stakeholders
- Business acumen and ability to deliver upon profitability targets
- Sharp strategic, analytical and creative problem-solving skills
- Ability to manage multiple tasks simultaneously
- Fully on board with the Columbus business and our direction in market