



<https://www.execcapital.co.uk/job/director-of-search-marketing/>

Director of Search Marketing

Description

Job Title: Director of Search Marketing

Location: London, United Kingdom

About Us: Our client is a leading fintech company based in the heart of London. They specialize in financial insights, with a mission to revolutionise the financial industry through innovative solutions. As they continue to grow and expand, they are looking for a dynamic and experienced Director of Search Marketing to lead their digital marketing efforts.

Job Summary: We are seeking a highly motivated and strategic-minded Director of Search Marketing to join our team and take charge of our digital marketing efforts. In this role, you will be responsible for developing and executing a comprehensive search marketing strategy to drive traffic, acquire new customers, and increase brand visibility. You will lead a talented team of professionals, manage our digital advertising budget, and play a pivotal role in shaping our digital presence within the fintech industry.

Responsibilities

- **Strategic Planning:** Develop and execute a results-driven search marketing strategy aligned with our business goals, including SEO, SEM, and PPC campaigns.
- **Team Leadership:** Lead and mentor a team of search marketing specialists, providing guidance, training, and performance evaluations.
- **Budget Management:** Manage and optimize the digital marketing budget to maximize ROI, monitor campaign spending, and ensure cost-efficiency.
- **Keyword Research:** Conduct in-depth keyword research and competitive analysis to identify opportunities and trends in the fintech sector.
- **Content Strategy:** Collaborate with content creators to develop and optimize content for search engines, ensuring it is informative, engaging, and search-friendly.
- **Campaign Management:** Oversee and optimize pay-per-click (PPC) advertising campaigns across various platforms (e.g., Google Ads, Bing Ads) to maximize click-through rates and conversions.
- **SEO Implementation:** Lead the development and execution of on-page and off-page SEO strategies to improve organic search rankings and drive organic traffic.
- **Analytics and Reporting:** Regularly analyze and report on the performance of search marketing campaigns, using data-driven insights to make informed decisions and adjustments.
- **Stay Updated:** Stay abreast of industry trends, search engine algorithms, and emerging technologies to keep our marketing strategies innovative and effective.
- **Collaboration:** Collaborate closely with cross-functional teams, including product development, sales, and design, to align marketing efforts with overall business objectives.

Hiring organization

Exec Capital

Employment Type

Full-time

Beginning of employment

1st November 2023

Duration of employment

Perm

Industry

Fintech

Job Location

London

Working Hours

9-5

Base Salary

£ 115,000 - £ 125,000

Date posted

September 25, 2023

Valid through

31.10.2023

Qualifications

- Bachelor's degree in marketing, business, or a related field; MBA or advanced degree preferred.
- Proven experience (X+ years) in search engine marketing, including SEO and PPC, preferably within the fintech industry.
- Strong leadership skills with a track record of managing and developing high-performing marketing teams.
- Expertise in digital marketing tools and platforms, including Google Ads, Google Analytics, SEMrush, and SEO optimization tools.
- Exceptional analytical skills and the ability to use data-driven insights to make strategic decisions.
- Excellent communication and interpersonal skills, with the ability to collaborate effectively with cross-functional teams.
- A passion for fintech and a deep understanding of the financial services industry is a plus.
- Competitive salary and benefits package.
- Opportunity to work with a dynamic and innovative team in the fintech industry.
- Room for career growth and development within a rapidly expanding company.
- Convenient location in the heart of London.
- Exciting company culture with regular team events and activities.

If you are a forward-thinking, results-oriented digital marketing professional with a passion for fintech, we invite you to apply for the Director of Search Marketing position. Join us in shaping the future of financial technology!

Job Benefits

Competitive Salary

Contacts

Exec Capital are a leading London Executive recruiter who specialise in [Search Marketing Executives](#).