# SEO/Experience Manager

Role Purpose   
  
Following a period of substantial growth, iProspect requires a SEO Manager with a 5+ years’ experience from an agency or client background. The SEO manager will be a pivotal role in the current running of the SEO team in Singapore as well as supporting the SEO Director with strategy and product development.   
  
The SEO Manager will play a second in command position to the SEO Director and cover three specific functions:

* Direct management of the SEO Executives and Specialists to ensure all client tasks are managed and completed on time
* Managing key clients to establish a positive relationship for iProspect and to ensure that all client KPIs are met and effective communication is maintained
* Supporting the SEO Director on new business developments, pitches and presentations

Key Accountabilities

* You will primarily be responsible for supporting of the SEO director in day to day tasks
* Provide accurate and clear communication to clients via email, phone and presentations in meetings
* Responsible for understanding and managing client KPIs
* Execute best in class SEO strategies for all iProspect clients
* Oversee the planning, prioritisation and completion of client SEO tasks for the team
* Follow global best practice SEO process and guidelines to ensure client success through methodical, planned and executed SEO strategies
* Support the SEO team on day to day tasks to ensure iProspect standards are met
* Work with the SEO Director to research and develop new strategies, approaches and products
* Prepare for and attend client meetings on a regular basis
* Work with the wider DAN agencies on client work as well as be a champion on performance marketing within DAN.
* Support the Regional iProspect team on global pitches where required
* Stay up-to-date on the latest SEO technology and updates
* Demonstrate a keen eye for opportunity and GAP analysis when working on new business
* Show a keen and positive attitude towards SEO and a keen desire to learn
* Any ad hoc requirements as requested by the SEO Director

Person Specification

* Passionate about digital media and committed to building a career in performance marketing
* Confident, professional, and positive person who regularly contributes to your clients business with thought and perception.
* Something of a free thinker, you want to get more involved in the development of SEO and lead the industry from a unique position within a leading global agency.
* Sociable and have the ability to get the best out of your relationships with both clients and wider stakeholders.
* Solid presentation skills and confidence in tackling difficult questions head on
* Showing a high aptitude for project management, task management and time management for one’s own work as well as SEO team members
* Already have, and a willingness to develop, strong commercial acumen for developing revenue streams for iProspect Singapore.
* Understand online media channels and be able to talk confidently about differences, usage, and interaction.
* Highly literate with a good understanding of how language is used to communicate to different audiences.
* Commitment to deliver first class work every time and never leave a quality issue unchecked
* Diligence and attention to detail in optimisation and reporting
* A proactive and creative attitude with strong problem solving skills.
* Highly ambitious individual with proven examples of success and target achievement in previous roles

Our values and behaviours:   
Independent – Acting with freedom, deciding with speed, keeping it simple   
Pioneering – Being constantly curious, taking risks to succeed, Passionate about thought leadership  
Ambitious – Going the extra mile, Eyes on the prize, Rapid and ruthless focus   
Responsible – Taking ownership, Promoting good citizenship, being transparent   
Consistent – Collaborating across the network, sharing success models, being transparent