

**GOODWOOD**

**The Role**

The **SEO & PPC Manager** will be part of the **Digital team** and report to the **Head of Digital Product.**

**About us**

Goodwood is a quintessentially English estate, set in 12,000 acres of rolling West Sussex countryside. Rooted in our heritage, we deliver extraordinary and engaging experiences in modern and authentic ways. But what really sets us apart is our people. It is their passion, enthusiasm and belief in the many things we do that makes Goodwood the unique place it is.

**Passionate People**

It takes a certain sort of person to flourish in such a fast-paced, multi-dimensional environment like Goodwood.  We look for talented, self-motivated and enthusiastic individuals who will be able to share our passion for Goodwood to be **‘the home of exceptional experiences’**.

**Our Values**

**The Real Thing Derring-Do Obsession for Perfection Sheer Love of Life**

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| Always inspired by Goodwood’s heritage | Daring to surprise and delight | Striving to do things *even* better | Sharing our infectious enthusiasm |

**Purpose of the role**

You will be the SEO and PPC expert within a central Digital team. Supporting the business in leading our SEO & PPC planning and execution and delivering positive ROI on all paid activity – managing our Google AdWords accounts and collaborating with marketing teams on paid social activity.

You'll be creating and implementing SEO strategies, running audits and research for new and existing projects, working closely with our marketing and content teams and other areas within the group including UX, content, data, and wider business stakeholders.

**Key responsibilities**

* **Technical SEO** – using tools such as Screaming Frog, Page Speed Insights and dev tools to identify improvements and provide briefs to our developers where needed
* **Content** – using data to show how users search, how content should meet their needs and how to improve, whether it's metadata or defining new pages to plug content gaps
* **Analysis** – working with data from sources including Google Analytics, and Search Console to provide insight to internal stakeholders that shows the role of search within user journeys
* **Reporting** – demonstrating progress toward objectives through reporting; advocating for sustainable SEO practices within the organisation and educating non-expert stakeholders where needed
* Manage, set up and run our PPC, Display and Paid Social Media advertising in-house on behalf of the Business units at Goodwood
* Harness and have an in-depth understanding of our varied customer segments to maximise commercial opportunities
* Collaborate with the business unit marketing teams to help shape their overall marketing plans
* Identify trends and insights, and optimise spend and performance based on the insights
* Manage and collaborate with agencies and other vendor partners
* Evaluate emerging digital marketing channels and technologies and provide leadership and perspective for adoption where appropriate
* Responsible for a ROAS (Return on Advertising Spend) on all our digital marketing
* Accountable for the SEO strategy and execution to drive organic search growth
* Support the shaping of the content marketing plans that supports SEO/SEM and work with all CMS users to ensure SEO best practice is always adhered to when producing new content and pages

**Qualities you will possess**

* Passion for what you do
* Positive and friendly with a “can do attitude”
* Attention to detail
* Ability to prioritise and organise
* Proactive
* Take responsibility for yourself
* Confident to make decisions and to stand by them
* Creative
* Hunger to learn (keep up to date)
* Commercial thinker
* Highly Analytical
* Flexibility to change and able to adapt
* Understand digital technology
* Good negotiation and influencing skills
* Excellent communicator
* A sense of fun!

**What do you need to be successful?**

**SEO skills**

* **Strategic** – you understand the role SEO can play in a broad business. This is a significant part of the value you will provide to the business which needs advice and guidance in areas where SEO overlaps with other disciplines or to shine a light on commercial implications of the decisions are making
* **Technical** – You'll need a strong understanding of all aspects of technical SEO, both fundamentals and up to date knowledge on the latest Google updates and their implications on the wider business
* **Analytical** – You'll need to have good knowledge of Google's Search Console data and be familiar with web analytics packages such as Google Analytics. Work with data and turn it into insight that motivates action
* **Creative** – being willing to get creative at solving problems. Being able to put yourself in the mind of our users and understand what makes for a good experience, from SERP to site

**PPC skills**

* Experience in Paid Social Media, Display advertising and Affiliate marketing
* **Analytical -** Provide recommendations and execute strategies for keyword opportunities, campaign structuring, targeting, display network, and other facets of paid search in accordance with business area goals
* **Creative** - Provide creative copy suggestions and help to guide marketing in their briefing of display/video assets to the design team keeping the brand at the forefront.
* **Maintenance** - monitor keyword bids, daily and monthly budget caps, impression share, quality score and other important metrics.
* Solid knowledge and experience of using digital tools including CMSs, Google Analytics, Adwords, Social Media platforms, SEMRush, Search Console, Ahrefs etc.
* Demonstrable hands on experience of Performance Marketing and SEO
* Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
* Strong analytical skills, data-driven thinking and experience of handling big data sets
* Experience in ROI modelling and an understanding of attribution models
* Impeccable written and spoken English
* Experience in manging multiple stakeholders
* Up-to-date with the latest trends and best practices in online marketing and measurement