**About the role**

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| **Role**  Search Manager | **Location and hours**  London  35 hours per week  Hybrid working with minimum 3 days per week in the office |
| **Band**  3 | **Salary**  £55,000 |
| **What you’ll be doing**  In this role, you’ll have an exciting opportunity to lead our organic and paid search strategies. You’ll get to define our search strategy to boost visibility, drive traffic and increase conversion. And, you’ll ensure our paid and organic efforts work together seamlessly.  **Key Responsibilities:**   1. **Organic Search (SEO):**    * Develop and define our overarching SEO strategy    * Lead the development and execution of SEO strategies to improve visibility and drive traffic, including keyword research, on-page optimisation, and link building.    * Lead the development of a content marketing strategy that puts SEO at its core, with support from the Content Marketing Executive.    * Regularly analyse competitors to find new opportunities and keep optimising existing strategies.    * Provide expert SEO guidance for colleagues across the business and to our dealer partners.    * Work closely with internal teams to develop a technical SEO roadmap and deliver technical SEO improvements.    * Help build SEO content plans for sponsorship activities and events to boost organic performance.    * Use tools like Google Search Console and SEMRush (or similar) to track performance and make data-driven decisions.    * Stay updated on the latest SEO trends, techniques, and best practices. 2. **Paid Search (PPC):**    * Lead the creation, launch, and ongoing optimisation of paid search campaigns to drive traffic and conversions.    * Manage campaign structure, ad creation, keyword selection, audience targeting, and bid management.    * Work closely with agencies or platform account managers to make sure best practices are in place and opportunities are maximised.    * Continuously monitor and optimise PPC performance to maximise return on investment. 3. **Analytics & Reporting:**    * Analyse the performance of SEO and PPC efforts using Google Analytics and other tools, delivering regular reports and insights to stakeholders.    * Use data to assess campaign effectiveness, spot trends, and identify ways to improve both organic and paid strategies. 4. **Line Management:**    * Line manage the Content Marketing Executive, providing guidance, support and development. | |
| **About you**  We’re looking for a driven self-starting search expert to lead our search strategy. You’ll have experience across organic and paid search. You may be from an agency or in-house, but either way you’ll have the experience, knowledge and people skills to drive the strategy forward. | |
| **Minimum criteria**   * Proven industry experience in organic search and SEO strategy. * Deep understanding of SEO principles. * Hands-on experience with SEO tools (e.g., SEMRush, Google Search Console). * Strong analytical skills and the ability to interpret data, analyse trends, and create actionable insights. * Excellent communication and collaboration skills, with the ability to work effectively across teams. * Experience in PPC campaign management, ad creation, and budget optimisation.   **Who you’ll be working with**  You’ll work with our whole marketing, communications and customer experience team embedding SEO best practice across content creators. This includes our technical experts who you’ll work hand in hand with on all technical SEO aspect. And, where appropriate you’ll manage agency’s.  Importantly you’ll be line managing our Content Marketing Executive. | |
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| **We’re Motability Operations** | |
| **About us** We’re the company behind the Motability Scheme. We exist to deliver smart, sustainable solutions that improve our customers’ mobility in a fast-changing world. We’re the UK’s largest car leasing company and we help over 750,000 people get on the road.  We employ over 1800 people, across London, Bristol, Edinburgh, and Coalville. We know our people are key to our success, so we aim to create an environment that allows our employees to flourish. We look for highly motivated people with a combination of commercial sense and real enthusiasm to meet our customers' needs. | |
| **What we do**  We lease a wide range of tailored mobility solutions to people who receive of one of the Government’s qualifying mobility allowances. Our customers choose a car, Wheelchair Accessible Vehicle (WAV), scooter or powered wheelchair that best suits their needs. We take care of their insurance, breakdown, servicing and more, as part of our worry-free package.  At the end of the lease, our customers can exchange their vehicle for a brand-new model. Each year we sell and move around 200,000 cars. This makes us the largest supplier of single-source vehicles back into the used car market.  The Scheme has been providing affordable, worry-free motoring for over 45 years. We pride ourselves on delivering outstanding customer service, with an independent customer satisfaction rating of 9.6 out of 10. | |
| **How we work**  We work in a hybrid way. That means remotely for up to two days each week and in our great office spaces the rest of the time. This gives us a good work/life balance and lets us collaborate and deliver for our customers. [Visit our website](https://www.motabilityoperations.co.uk/careers/) to find out more.  We do our best to accommodate part-time and flexible working requests, where possible, to build on our culture of trust, empowerment, and flexibility.  **Our beliefs and values**  We believe in building a diverse workforce, where our people are empowered to attend work as their true selves. We encourage people from all backgrounds to apply.  We want to sustain a nurturing culture. And our people to be rewarded equally, regardless of race, national or ethnic origin, sexual orientation, age, disability, or gender.  Our values are at the heart of everything we do:   * We believe no one should be left behind à We find solutions * We believe we must take the lead à We drive change * We believe everything starts with the customer à We care | |
| **What we can offer you**   |  |  | | --- | --- | |  | **Pay**: competitive salary, with a yearly discretionary bonus, based on your performance | |  | **Holiday**: 28 days, and you can buy and sell days | |  | **Pension**: 15% non-contributory pension (9% during probation) | |  | **Health and wellbeing**: Private Medical Insurance cover available for all employees and free health screenings for over 50s. Life assurance at four times your basic salary, to give you peace of mind. Free access to healthcare apps like Peppy, Unmind, and Aviva Digital GP. Mental Health Allies and an Employee Assistance Programme | |  | **Development**: A library of internal training on our myLearn platform | |  | **Family friendly**: We have competitive family leave policies | |  | **Diversity and inclusion**: We embrace the diversity of our people and empower them to come to work as their true selves. We want them to flourish and be rewarded equally. We have Employee Network Groups, and we pride ourselves on being inclusive and all our offices have first-rate disability access | |  | **Helping our community**: One volunteering day each year, and access to volunteering platform Neighbourly | |  | **Schemes**: Car Benefit Scheme for electric and hybrid cars. This means you can lease a brand-new electric or plug-in hybrid car, with insurance and more, for a fixed monthly amount. Cycle to Work Scheme. Employee Discount Scheme, to save money across lots of retailers | |  | **Other, voluntary benefits**: charitable giving, critical illness insurance, dental insurance, health and cancer screenings for you and your partner, discounted gym memberships and season ticket loans, free fresh fruit and snacks in the office | | |