



Example of Search Manager Job Description

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Our growing company is looking to fill the role of search manager. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for search manager

- Manage all Paid and Organic activity to drive traffic and ROI, which meet business requirements
- Manage both technical and content-based SEO to ensure rankings are optimised
- Ensure that Superdry remains at the forefront of search techniques and practices through an on-going programme of innovation
- Maintain strong relationships with key players in the search space to ensure that Superdry's activity is always attuned to current best practice
- Maintain and optimise Superdry's presence on search engines across the world
- Working with a very talented group of Engineers and representing the voice of the members
- Working with an extremely talented UX designer to solve the member experience needs
- Working with engineers in an Agile environment to plan sprints and deliver functioning code to production on a continuous basis
- Direct the strategy in the Affiliate channel finding the proper mix of coupon, loyalty/cashback, and blog/influencers to drive top line demand and grow the brand affinity
- Owning vendor relationships

Qualifications for search manager

- 3-5 years relevant paid search experience

- Experience in the oversight and management of digital marketing campaigns across multiple channels
- Data driven marketer with the ability to structure multi-variant data inputs and derive actionable insights for continuous campaign and channel optimization
- Track record of building scalable digital marketing campaign strategies and executing strategies with passion, precision, and excellence