

## Job Description: Head of Digital

We're Conscious Solutions, the UK's leading digital agency for the legal sector. We help make law firms more successful online, and we're looking for a new senior member for our team. This person will immediately join the Senior Leadership Team.

### About Us

As the market leaders in our sector, we have over 300 clients across the UK and internationally. We are on a growth journey, with a track record of developing our employees. We're Flexa accredited and were ranked as one of their 100 most flexible companies in 2023. We're generous, transparent, inquisitive, collaborative and empowering.

We're looking for a Head of Digital to lead our SEO, PPC, Copywriting, Digital PR and Social teams, to help us continue to grow our Marketing Services revenue line. Currently we run around 100 Marketing Services projects, the majority being SEO (so prior experience in SEO is essential).

### About You

You will need experience in having run SEO projects yourself but also have a strong wider digital marketing understanding. In this role, we're not expecting you to be delivering the work yourself, rather leading teams of specialists to do this, but also challenging how things are done, bringing your prior experience to these discussions.

It is essential that you will be able to inspire, hold your own and give direction to the team around you. You will also liaise closely with the Marketing and Account Management teams to assist with client communication when required.

This role would suit someone from an agency background already in a similar role, or a senior SEO Manager looking for the next step up and wanting to move away from day-to-day campaign management and lead a department instead. Either way, experience of managing or coaching junior colleagues is vital. If you are not already doing this, please do not apply.

Working hybrid, based from our office in central Bristol, you will have exceptional time management and organisational skills, live and breathe digital marketing, and experience delivering outstanding results for clients.

### Main Responsibilities

The following is a list of the main tasks this job role will handle, but is by no means an exhaustive list and may be varied from time to time.

- **Team Management and Training**
  - Line management of the various 'Head of Teams' and the SEO team (5 people) directly. You will have nine direct reports in total; holding regular 1-2-1's, dealing with any performance-related issues, identifying training requirements, delivering annual reviews and setting of objectives
  - Recruitment and induction of new team members
  - Resourcing of projects within the SEO team including reviewing capacity and assigning new projects as necessary

- Communicating any team or resourcing issues with the Managing Director swiftly
- Understand the stresses and strains of managing a team of people
- **Project Management**
  - Oversight of the work which all the teams are doing using ClickUp
  - Oversight of new projects coming into the teams, including reviewing the service agreement/proposal in line with the quote and ensuring the relevant team manager is briefed
  - Carrying out monthly project reviews for each SEO project with your team and the relevant Account Managers, ensuring any issues are escalated and monitoring of time vs budgets
  - Reviewing clients' monthly project reports, identifying any potential issues to discuss
  - Troubleshooting on projects; providing a second opinion and advice
  - Identifying any resourcing bottlenecks and escalating to the Managing Director or Head of Operations
  - Identifying and implementing any process improvements that could be made, working alongside the Head of Operations
- **Best Practice**
  - Keep on top of what 'best practice' looks like in SEO, PPC, Digital PR & Social Media
  - Ensure that our team and the strategies we employ achieve the best outcomes for our clients
  - Research and implement new software tools as and when required to improve the success of our campaigns
- **Sales Support**
  - Help the Account Management team nurture leads from initial contact, through qualifying to the proposal stage, helping them win new business from existing and new clients and ensuring a seamless on-boarding with your team
  - Support the Marketing team to help shape marketing campaigns and compiling supporting materials to help communicate our successes and drive more leads into the business

## Required Skills

The most suitable applicants will display the following:

- Experience of managing a team of people
- Experience of managing SEO projects and providing regular reviews of performance from the work your team have implemented
- Understand the commercial imperative of digital strategies for our law firm clients
- Excellent attention to detail and ability to retain an oversight across a large number of projects and teams simultaneously
- Working alongside other heads of departments

## Desirable Skills

Experience with/of the following is desirable:-

- Minimum of 5 years experience in SEO
- The software stack we use
  - Google Analytics
  - Search Console
  - Google Ads
  - Google Looker Studio
  - ClickUp
  - Ahrefs
  - BrightLocal
  - AuthorityLabs

- Screaming Frog
- Autosem
- If you are any good, you will tell us what we are missing or what we SHOULD be using!

## Salary & Benefits

- Dependent on experience but expected to be in the range of £60,000 - £70,000
- 25 days holiday + Celebration Day + 8 bank holidays
- Contributory Pension when you qualify (3% from Conscious, 5% from you)
- Healthcare insurance, life insurance and critical illness protection (all after probation has been passed) including optical and dental cashback plans
- Flexible working (we believe work is a thing you do not a place you go and Conscious is an [accredited flexible employer](#))
- 2 paid days charity work allowance per year
- MVP recognition programme with rewards
- Long Service rewards and recognition
- A staff referral scheme giving you the opportunity to earn £400 - £1,000 for recommending a friend.
- CycleToWork and Techscheme schemes in place
- Dog friendly office

## Location

- Hybrid working with an office base in Royal London Buildings, 42-46 Baldwin Street, Bristol, BS1 1PN or another office in central Bristol should we ever move

## Hours of Work

- Monday to Friday
- 37.5 hours per week
- 9.00am to 5.30pm (unless otherwise agreed)

## Reports To

[David Gilroy](#) - Managing Director

## To Apply

Please send a CV and covering email to [dgilroy@conscious.co.uk](mailto:dgilroy@conscious.co.uk) explaining why we would be lucky to have you.

No recruiters please.