



## POSITION DESCRIPTION

**Position:** Search Marketing Director (SMD)

**Location:** Kent Street, Sydney

### 1. Overview

Operating since March 2005, Downstream Marketing is now the leading provider of paid search engine marketing (SEM) solutions in Australia. It combines exclusive licensing of US based Efficient Frontier technology with outstanding client service to deliver excellent campaign management to its blue chip clients.

Servicing a range of Australia's blue chip clients across finance, travel, retail, online and telecommunications, Downstream Marketing is recognised as Australia's leading and fastest growing strategic search agency.

Continued expansion, backed by a series of new client wins, has led to new opportunities within the agency. As such, it is seeking an experienced, motivated and focused SMD who can grow the existing client base and take full responsibility for delivering excellent, strategic SEM campaigns.

### 2. Position Purpose:

With responsibility for a team of eight and growing, the SMD is responsible for the delivery of excellent client service and the management of financial contribution by investing in team and individual's development, the continual development of client services processes and by driving deeper strategic engagement with agencies and clients.

Key aspects of the role include: securing deeper relationships with agencies and with clients directly; developing Downstream's capability in strategic marketing and integrating it in its core product offering; helping to build Downstream's reputation; staff leadership and overseeing the delivery of excellent client service within your team.

### 3. Accountabilities/Responsibilities:

#### ***a. Revenue Development***

- Cross sell DSM services within existing clients and agencies (across divisions)
- Increase existing client media spend by merchandising results and value.

#### ***b. Strategic Marketing***

- Take a leadership role with your assigned clients in defining their strategic marketing challenges and determining the role of SEM in addressing them
- Develop DSM capabilities in offering integrated strategic marketing advice to clients
- Work with agencies and clients to integrate DSMs offering into an overall marketing strategy

#### ***c. Team Leadership***

- Motivate and lead your client service team
- Hold the account team accountable for delivering high quality campaigns and excellent client service standards
- Roll out approved professional development opportunities for all team members
- Oversee the performance and remuneration review processes of your clients
- Set and monitor standards of performance to ensure delivery of excellent client campaigns
- Monitor costs of SEM operations and identify opportunities to improve efficiency/effectiveness

#### ***d . Team Process Development***

- Own and continually enhance team processes including: client budget management, campaign development & delivery, campaign reporting, campaign checklists, client documentation and approval processes.

#### ***e. Strategic Client Relationships***

- Build strong strategic client relationships
- Resolve any major client relationship issues beyond the ability of the Account Managers
- Contribute to and manage a quarterly client feedback process to contribute to performance management

### **4. Professional Attributes**

- Maintains high standards and delivers on commitments
- High attention to detail, logical, process orientated
- Positive and motivated
- High integrity and a genuine concern for others welfare.

### **5. KPI's**

- Manage spend to 97% to 105%
- Drive organic growth of 7% YoY
- Develop processes and make a them team behavior
- Drive client satisfaction score minimum of 4.1 each quarter
- Manage team resources to a minimum contribution of 50%

### **6 Reporting lines**

- SMD's report directly to COO.