



# Publicis Healthcare Communications Group

<b>Title:</b>	<b>SEO: Account Manager</b>
<b>Reports to:</b>	INCLUDE DIRECT AND INDIRECT HERE
<b>Location:</b>	
<b>Career Family &amp; Level</b>	SEO: ACCOUNT MANAGEMENT; LEVEL B

### **About PHCG**

Publicis Healthcare Communications Group (PHCG) is the largest healthcare communications network in the world. We are a division of Publicis Groupe S.A., the third largest advertising and media company, giving us unparalleled global reach.

PHCG manages top-tier agencies specializing in promoting innovative solutions in advertising, medical education, sales and marketing, digital, market access, and medical and scientific affairs. Our nearly 5,000 employees work to manage nearly 10 agency brands through 58 offices located in 11 countries.

In a constantly changing world, our goal is to create life-changing dialogue around health and wellness.

### **About Agency**

Publicis Health Media (PHM) is the strategic media planning and buying agency within PHCG, and the only global media agency solely dedicated to the health and wellness space. Our mission is to define moments along the health journey, and equip people with the tools and communications they need to make healthy decisions.

PHM's core is made up of franchise and enterprise AOR relationships with some of the largest clients in the world. We also partner with PHCG and Groupe creative agencies to support large client brand assignments in health and wellness. By leveraging a centralized pool of health and wellness cross channel experts, we have the ability to drive business results for our clients worldwide.

Our core capabilities include:

Connections Planning  
Business Intelligence and Performance  
Cross-channel planning and buying

Paid and Organic Search  
Programmatic Buying  
Mobile

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### **Position Summary**

The SEO Account Manager leads SEO campaigns and has a strong hand in the strategic approach as it relates to client goals.

### **Key Responsibilities**

#### **Knowledge**

- Strong grasp of all the fundamentals of SEO and can easily explain concepts to internal teams and clients
- Understands client brand goals and objectives and how SEO ties in
- Continue to learn and apply basic media principles

**Internal: Operations, Tactics and Strategy**

- Responsible for day-to-day management, execution and monitoring of SEO campaigns
- Trains and mentor associates on SEO best practices
- Organizes and manages SEO to ensure recommendations/ measurement work are strategically aligned with business goals
- Structures recommendation roadmap for campaign success
- Expected to drive SEO strategy while working with internal team and client team directly
- Develop reports and analysis of success of SEO campaigns

**Client Relationship**

- Attends client status calls and provides timely follow-up
- Manages SEO deliverables and communicates campaign approach, program details and success
- Ability to clearly communicate both orally and in writing
- Deliver and present all SEO documentation and recommendations to client

***Requirements***

- Adherence to agency procedures (on-time and accurate timesheets, GDPs, 360 feedback)
- Solid listening skills
- Proficiency in computer skills used to manage day-to-day workflow (e.g., Microsoft Office Suite)
- Ability to work in a matrix (multi-supervisory) environment
- Ability to multi-task, manage one's time, and demonstrate personal organization and ability to meet deadlines (strong work ethic)
- Ability to take initial direction, then transition to a more independent work style
- Exhibits Integrity and Trust
- Exhibits Self Development

***Education and Experience***

- Bachelors degree required.
- 2-4 years direct SEO experience preferred
- Pharmaceutical industry a plus