



Publicis Healthcare Communications Group

Title:	SEO: Content Strategy Supervisor
Reports to:	INCLUDE DIRECT AND INDIRECT HERE
Location:	
Career Family & Level	SEO: CONTENT STRATEGIST; LEVEL C

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

Position Summary

The SEO Content Strategy Supervisor is responsible for leading the team of content strategists. The Supervisor provides keyword/content strategy for the largest clients while overseeing the quality of team output.

Key Responsibilities

Knowledge

- Has a strong grasp of all SEO fundamentals and can easily explain concepts to internal teams and clients
- Understands client brand goals and objectives and how SEO ties in
- Can pull keyword insights from multiple sources
- Basic knowledge of all media categories (Planning, SEM, Media, Technology, etc.)
- Proficient project management skills and time management skills
- Able to problem solve and provide alternative solutions

Internal: Operations, Tactics and Strategy

- Responsible for strategic approach of SEO campaigns
- Facilitates cross-departmental collaboration by working with team members to craft synergistic plans and reports
- Aligns SEO campaign with client goals
- Correlates campaign dependencies to other media, or development initiatives
- Monitors competitive landscape and understands & communicates campaign impact
- Leads discussion and thought process around emerging trends and innovations
- Tactics go beyond the brand level and look holistically at the category level
- Supervises Associates and/or Managers
- Demonstrates ability to lead internal discussions regarding media recommendations
- Extensive knowledge of the role, strengths and weaknesses of a variety of media channels
- Consistently leads internal and external discussions in all media topic areas. Active participant in meetings
- Consistently keeps team “in the loop” on status of projects verbally and/or in writing
- Proactively solves problems and improves processes and efficiencies
- Runs cross-team meetings
- Builds relationships, leads, and communicates across work groups
- Takes initiative and shows accountability for team’s work

Client Relationship

- Builds trusting relationships with client counterparts
- Able to lead clients through search programs and address search related questions
- Day to day point of contact for the assigned client

Requirements

- Adherence to agency procedures (on-time and accurate timesheets, GDPs, 360 feedback)
- Proven ability to lead people and projects
- Knowledge of ad serving technologies (Atlas and others)
- Knowledge of media tools (@Plan, AdRelevance, Web R/F)
- Exhibits Integrity and Trust
- Exhibits Self Development

Education and Experience

- Bachelors degree required.
- Extensive direct SEO experience preferred in a content focused role
- Pharmaceutical industry a plus