

SEO Director- Job Description

About Techmagnate

At Techmagnate, our core competencies are digital marketing and technology solutions. We have an enthusiastic team of 300+ digital marketing professionals delivering exceptional ROI for top-tier clients across sectors like BFSI, Healthcare, E-commerce, iGaming, and Education. We operate with a higher purpose and live by our 9 Core Values: *Digital Excellence, Trusted Partnerships, We've got each other's back, We see things end-to-end, Think big, be bold, Keep learning/unlearning, Abundant positivity, Open mind open door, and Customer Growth.*

Role Overview

As the Head of SEO / General Manager, you will lead the core organic search engine optimization division. This is a high-impact leadership role requiring an expert balance of deep technical SEO expertise, strategic planning, client relationship management, and team leadership. You will act as the primary custodian of organic growth for our diverse client portfolio, managing multiple tiers of SEO teams to execute campaigns that achieve total customer delight and high retention.

Key Responsibilities 1. Strategic Leadership & Technical Governance

- Evolve and map overall organic search methodologies and best practices across the entire SEO operations team.
- Critically examine the execution of enterprise-level SEO projects, troubleshooting algorithmic dips or performance blockers on the go.
- Oversee complex technical SEO frameworks including site architecture, javascript rendering, crawlability, indexation, Core Web Vitals, and mobile-first infrastructure.
- Keep the agency ahead of the curve by analyzing macro industry shifts, search trends, and Google core algorithm updates.

2. Team Management & Mentorship

- Directly manage, scale, and mentor a robust multi-tier team consisting of SEO Managers, Team Leads (TLs), Senior SEO Executives, and Junior SEO Executives.
- Oversee task alignment, resource allocation, and quality control across all active client deliverables.
- Cultivate a culture of continuous learning and unlearning within the team to foster digital excellence.

3. Client Servicing & Relationship Management

- Proactively drive client servicing and client relations; act as the definitive "voice of the customer" within the SEO operations division.
- Lead high-level client review meetings, distilling complex web analytics, performance data, and ROI impact into actionable, client-friendly business narratives.
- Collaborate across cross-functional internal units (Content Marketing, Web Development, UI/UX, and PPC/Paid Media teams) to deploy unified, omni-channel campaigns.
- Maintain open channels of communication with the Business Development team to assist in high-value pitches and account expansion strategies.

What You Need (Requirements)

- **Experience:** 10–14 years of hands-on experience in the Digital Marketing landscape, with a significant portion spent handling multiple mid-to-large scale accounts within a fast-paced **digital agency environment**.
- **Leadership Track Record:** Proven background of successfully leading, retaining, and developing large teams (20+ professionals).
- **Analytical Mastery:** Expert-level knowledge of Web Analytics platforms (GA4, Google Search Console, Looker Studio) and industry tools (Ahrefs, SEMrush, Screaming Frog).
- **Technical Knowledge:** Deep understanding of HTML, CSS, JavaScript framework challenges, and major CMS ecosystems
- **Communication:** Exceptional written and oral English communication skills, with the executive presence required to present to C-suite stakeholders.
- **Education:** Postgraduates with a degree or diploma in Marketing, IT, or Communications are preferred.