

THE WHITE COMPANY

LONDON

Job Description

Job Title:	Search Assistant
Department:	Marketing
Reports to:	Search Manager
Grade:	A

Our Story

From its inception in 1994, Chrissie Rucker's vision was to build a company that specialised in stylish, white, designer-quality items for the home that were not only exceptional quality, but also outstanding value for money. In addition to this devotion to simplicity, it was imperative the customer was put at the heart of everything and provided with a second-to-none shopping experience - and so The White Company was born.

Today, the company that began as a 12-page mail-order brochure has become one of the UK's fast-growing multi-channel retailers and a leading lifestyle brand with 60 stores across the UK and impressive global growth. The White Company also has concessions in selected Nordstrom stores in the US, and a highly successful online business.

The Role

At The White Company we're very committed to our brand and our customers. As our business continues to grow at pace we're investing significantly in our marketing function to take our business even further. As part of this exciting time we're building and developing our digital marketing capability and search is central to this. As such we're looking for a Search Assistant who'll support the wider search and marketing team in unlocking all SEO and paid search opportunities as part of the overall total search strategy. This role is a fantastic opportunity for a passionate search marketer. Someone who's analytical, numerate and customer focused; an individual who genuinely gets and loves our brand and is committed to unlocking all search opportunities to connect our brand with customers, new and existing.

What you'll be doing

- SEO – technical, optimisation and amplification
- Paid Search – delivery of the plan and optimising in real time
- Ongoing reporting and analysis
- Exploring new opportunities and innovations in search
- Keyword and copy auditing to optimise trade
- Working closely with digital trading and merchandising to deliver search results
- Supporting the wider team to make compelling cases for development improvements for search
- Work closely with relevant agencies and providers

What skills and experience you need

- Marketing experience
- Highly numerate and analytical
- Experience of different types of media
- A self-starter, who makes things happen
- Someone who's passionate, determined with a sense of fun

PRIDE – in everything we do

P – Passionate – We look for team members who are passionate about their expertise or role, who bring the best of themselves to work and have fun with it. We need people who are passionate about offering impeccable service to customers and colleagues

R – Resourceful – We love hearing from people who use their initiative to solve problems or make processes more efficient. We value people who use their industry knowledge to support the success of the team, and those who care about sustainability.

I – Imagination - The best people at The White Company bring creative ideas and offer solutions to problems. We encourage everyone, no matter how junior, to share their ideas and have a voice

D – Dedication – We look for people who want to go above and beyond for their team and the business. We love seeing evidence of drive from people who are dedicated to being the best in their field of expertise.

E – Everyone – We all want The White Company to do well and we do that through a One Team, inclusive approach. We need team members who are supportive, respectful – people who share ideas and support team wellbeing.

Note: This outline is to be used as a guide only. Changes in this Job Description may occur as the department changes and grows.