



RECRUITMENT PACK

Thank you for your recent enquiry regarding vacancies at Guava. We have put together some introductory information about the company and the vacancy advertised; we hope you find this useful.

Details of how to apply are contained within this pack; please read these carefully before submitting your application.

We look forward to hearing from you.

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About Guava

Guava is a fresh thinking digital marketing agency with offices in the UK, Denmark and Sweden. Our team has been involved in the Internet and online marketing since 1996.

As a business focused company, rather than a design led one, we provide the services that make an internet project a success.

Utilising Guava services clients can:

- increase sales
- generate quality leads
- improve content access

We deliver the best online marketing services, faster and more efficiently than anyone else, by pushing the boundaries of what can be achieved via the internet with new technology.

A brief history

Guava has two offices in the UK in Berkshire and Cornwall.

The Cornwall office was formally known as Neutralize; a company founded by Lucy Cokes in 1999 with the objective of becoming the UK's market leader for, reliable and unbiased online marketing consultancy services. Neutralize fast became one of the industry's leading SEM agencies.

The Berkshire office, formerly known as Guava Ltd, was founded by Graeme Radford and Paul Newman in 1998. Specializing in SEM and web development Guava Ltd grew into a very successful business, working with a range of clients.

In 2007 both Neutralize and Guava were bought out to become part of a pan-European group called Notabene. In May 2008 the entire group re-branded as Guava.

In the UK Guava specialises in Search Engine Marketing and Web Development (Berkshire office only). Our aim is to reach new heights in marketing performance on behalf of our clients.

Our services

As a leading UK full service digital marketing agency, Guava help clients to reach new heights in return on investment out of Organic search engine optimisation (SEO), Pay-Per-Click (PPC) search engine advertising and web development.

By using a unique mixture of digital marketing services, Guava can help ensure you reach the maximum number of potential customers online. We integrate the chosen mix into a full 360-degree search marketing service optimising our client's online presence and increasing campaign potential.

- Organic search engine optimisation

Our full service search engine optimisation packages ensure indexability and maximum visibility within algorithmic search engines

- Pay-Per-Click management

Sophisticated planning, rules based bidding and guaranteed performance-based results, along with our leading bid gap management services assure optimum ad delivery and reduced costs

- Web development

Blending strong design and content with seamless functionality and expert support

You'll find more information on our website: www.guava.co.uk

Recruitment process

We have enclosed a number of documents relevant to the post in which you are interested:

Job Specification - this outlines the scope of the post and indicates the day to day tasks and responsibilities involved.

Person Specification – this highlights the essential skills and criteria required to fulfil the role and desirable qualities we are looking for in the successful candidate. It also details the particulars regarding the hours, package and office location.

Application Form – all candidates are asked to complete the Guava application form in full.

Candidates will be measured against the essential and desirable criteria we have identified in the 'Person Specification', so please ensure that you demonstrate how you meet these requirements in your application form under 'Suitability for the role'.

Diversity Monitoring Form – all candidates are asked to complete the Guava Diversity Monitoring form in full and return along with your application form. Guava is an Equal Opportunities employer and uses this information only for the purposes of monitoring.

Completed application forms and diversity monitoring forms should be emailed to janine.laity@guava.com

CVs – please note that submitting a CV alone will not be sufficient to be considered for this role. CVs will only be considered in conjunction with a fully completed application form.

Interviews - all applications will be reviewed after the closing date and those candidates short listed will be required to attend an interview at either our Cornwall or Hurst office. Candidates will be asked to bring to interview proof of identity (i.e. passport), work status (i.e. appropriate Visa's if required) and proof of qualifications.

Overseas applicants – please note that whilst Guava welcomes applications from overseas applicants we can not employ any person who does not hold a valid UK work visa, nor are we able to assist with your application for such a visa. All employees will be expected to commute daily to their base office.

If you believe you have the skills we are looking for then please submit your application form and diversity monitoring form to janine.laity@guava.com or call Janine Laity on **0870 063 0707** if you require further information.

Job Specification:

PROJECT MANAGER

Goal: Implementing proactive and effective project management to enable the team to provide world-class Search Engine Optimisation (SEO) service to a portfolio of clients and ensure clients are happy with the service they are receiving.

Reporting to: General Manager & Operations Director

Responsible for: Management of client projects and project budgets.

Duties:

- Gain deep understanding of the search industry
- Management of staff work loads and plan out diaries to assess availability for new projects
- Project management of all client projects
- Gain and maintain Prince 2 qualification in Project Management
- Obtain understanding of clients brief and documentation
- Organise and chair project meetings
- Liaise with client throughout the project to ensure all approvals are obtained for each stage of the project
- Telephone, email and face to face contact with clients as required
- Monitor profitability of projects and ensure all budgets are kept up to date
- Ensure any changes to the project are recorded
- Ensure projects are delivered on time and are well executed
- Maintain records in Goldmine and in client project spreadsheets
- Ensure all related documents are filed in orderly manner
- Review all current internal project management processes
- Define and improve project management processes, possibly involving a software review and software acquisition
- To maintain and update records relating to working practices and procedures for use by other team members
- Monitor the quality of teams' work reporting on a weekly basis to the management team and proactively address improvement areas
- Drive the resolution of escalated customer issues
- Travel to industry events as required
- Overlap with finance procedures in relation to project start-up process
- To communicate effectively with other team members and provide feedback where necessary
- To pursue continuing professional development in relation to the role and its duties and responsibilities as agreed through appraisals or at other times
- To undertake ad hoc assignments from time to time and other duties as requested by management
- To bring to the attention of the marketing and sales teams any PR, marketing or sales opportunities that may arise as a result of your work
- To understand and ensure the full observation of your contract of employment, the companies operating procedures and policies and it's health and safety obligations



Person Specification

PROJECT MANAGER

We are looking for a skilled and experienced client project manager's who will develop excellent working relationships with our clients and drive the implementation of their SEO projects through to a successful conclusion. Working alongside our technical team you will be responsible for ensuring project work is delivered within the appropriate budget and timescale.

Company: Search Engine Marketing Company based in Cornwall, working for clients such as London Stock Exchange, Confused.com, Nestle and Black and Decker.

Salary: circa £22,000 - £24,000 depending on experience, plus benefits

Location: Tolvaddon Energy Park, Camborne

Start Date: June 2009

Contract: One full time fixed term contract is available to cover maternity leave. This is subject to satisfactory completion of a 3 month probationary period, after which there is a 3 month notice period.

Deadline for applications: noon on Friday 12th June 2009

Skills: You will have a thoughtful and proactive approach to client/project management with proven experience in a similar role. You will be well organised and able to prioritise work effectively. You will be a self motivated individual and have the ability to manage several client projects concurrently. You will possess excellent communication skills and have experience in dealing with clients and suppliers, cultivating good ongoing relationships. You will have good presentation skills and be willing to attend and present at client meetings and/or industry events, representing the company. You will be adaptable and able to learn quickly. You will be a proficient user of Microsoft Word and Excel.

Education: Ideally you will be a graduate in a business related discipline. You will also have GCSE Maths and English at grade C or above

Work environment: You will be expected to be hard working, diligent, quick thinking and eager to learn as much about the internet, IT and online marketing as possible; you will be working with a young team of highly Internet savvy individuals who want to have fun at the same time as ensuring the success of the company.

Essential & desirable criteria: The essential skills and criteria required to fulfil the role and the desirable qualities we are looking for in the successful candidate are detailed below. Please address how you meet these criteria in your application.

Skill Area	Essential Criteria	Desirable Criteria
Education / Qualifications	Educated to degree level in Marketing or Business Grade C or above in GSCE Maths and English	Prince2 qualified
Experience	Proven experience in a similar client facing role Experience in leading and managing projects including time, budget and resource management Capable of implementing client projects working with other team members and external suppliers Experience running multiple projects concurrently	Background in online advertising Experience in the delivery of IT related projects
Communication	Excellent verbal and written communication skills Experience in writing and proof checking reports for clients Excellent vocabulary and spelling Professional attitude and appearance in a client facing capacity	
IT	Fully conversant with Microsoft Office applications, email and Internet	User experience with Microsoft Project or Project Clock User experience with Goldmine
Other Skills	High level analytical skills Highly organised and efficient Sound negotiation skills Excellent attention to detail Hard working and flexible Team player Self motivated/managed Ability to work to tight deadlines and prioritise workloads	A knowledge of the search marketing industry A keen interest in Internet development
Miscellaneous	Permission to work in the UK Own transport Willing to travel to industry events and client meetings	