

## SEO Manager

\*\* Campaign Best Places to Work Winner 2022

\*\* RAR Award-Winners

\*\* Clients include Financial Times Live, Cats Protection, Haymarket Group, Bishops Move, AGM Group, Centaur Media, RSPCA

### Role overview

- We are looking for a dynamic individual with a real passion and understanding for all things Digital to join our agency. Our team is committed to helping our clients plan, build and deliver coherent creative and effective media solutions.
- As a SEO Manager you will work alongside our Content and PPC Leads.
- You will share the common goal of exceeding client expectations and help create highly technical strategies for our clients to create unbeatable ROI across Organic, Search and Social.
- Your knowledge and infectious energy mean that clients can't help but see how our offering could transform their digital performance.

### Hours / Location

This is a full time role - 5 days a week with your hours fully flexible across the week after discussion with us around core meeting times (which are via Zoom). We operate a work from anywhere policy with quarterly full team meet ups in locations around London and the South East plus the option to work at one of our hub offices in London or Kent when you want to work away from home at any time.

### Who we are

We are one of the UK's longest established and most trusted digital agencies. Founded in 1997 we're always a year older than Google!

#### **Our culture is set around Our 'Why':**

"To challenge and inspire growth so we thrive and exceed expectations whilst empowering people to live their best lives."

We attract people who want the flexibility to work wherever and whenever they like yet also want regular face-to-face contact, socialising and a challenging role. New employees constantly tell us "It really isn't like this anywhere else." Come and find out why!

With a focus on Paid Search & Social campaigns together with technical SEO we work for a range of well known brands across a spectrum of sectors including B2B events, Publishing, E-Learning, Charities and Tourism, including a team serving the Icelandic market.

Our team enjoy a wide range of benefits including regular in house and external training courses, remote first working (with shared office choices if preferred), weekly and monthly face to face day meetings and team fun events, Health Insurance and reward benefits from Apple Watch through to subsidised gym membership and half price weekends away, Pension Scheme, fully flexible holiday allowance, a staff well-being committee who organise a host of regular activities, the opportunity to help drive the business forward via a series of focus groups and more.

## Main Roles and Responsibilities

- Managing SEO strategies for 15-20 client accounts and collaborating with account managers to ensure these are delivered.
- Providing SEO analysis and recommendations in coordination with elements and structure of websites and web pages.
- Executing and managing strategies for content development in coordination with SEO goals - general and keyword specific.
- Recommending and prioritising fixes for technical issues that will impact organic performance and be able to explain clearly why you have undertaken certain technical SEO tasks and be able to report on their effect.
- Identifying opportunities that will affect wider SEO performance (Algorithm updates, changes to SERPs, new tools, etc.).
- Sharing your technical knowledge with other members of the Digital team, working collaboratively to solve problems and test solutions, and advising on client strategies.
- Flagging performance issues, client contact changes, and/or relationship concerns, while providing ideas for solutions.
- Performing regular analysis and make data-driven recommendations.
- Driving and implementing rigorous processes to ensure that the delivery of SEO is consistent and efficient.
- Contributing to deck creation for client presentations, including SEO reviews.
- Ensuring we fulfil on client contracts (eg. sending weekly report to clients).
- Demonstrating strong leadership abilities including alignment to company culture, effective stress and emotion self-management, as well as a positive and patient demeanour with the team.
- Mentoring SEO team members working on assigned clients providing training and shadowing opportunities.
- Participating in wider company initiatives including, but not limited to new business pitches and internal marketing efforts.

## Key Skills

- Ability to conduct in depth keyword research and competitor analysis.
- Experience of technical SEO audit best practices including website crawls.
- 2+ years SEO experience.
- Knowledge of SEO tools such as Google Search Console, Google Analytics, Semrush, and Screaming Frog SEO Spider.

## Expectation

- We expect that the SEO Manager is a fountain of knowledge, abreast of all the latest channel advancements and makes it their mission to drive this through the team, ensure our clients are constantly being pushed forward.
- The expectation of the SEO Manager is that this information is shared with and driven through the team. Not simply just absorbed.
- We never want a client to come to us with a channel update or advancement that we're not fully aware of. It's the SEO Manager's responsibility to ensure this isn't the case, for anything SEO, for the entire team.
- The SEO Manager will take ownership and responsibility for ensuring processes are implemented and are ensuring we're delivering against our client promises.

## About You

- Amazingly personable ... communication is the lifeblood of our business. Your passion must lie in working with people. You must have a natural ability to handle challenging situations and personalities with charm.
- Customer focused with the ability to understand customer needs and develop ideas to translate these into engaging online activities.
- Strong planning and organisation skills are essential.
- The ability to work to deadlines, juggling multiple tasks while working across clients, and go the extra mile to get things done.
- Pride in your work ... we treat our clients' brands as our own and are meticulous about our approach. You will have real pride in what you deliver and always strive for perfection.
- Excellent written and communication skills, with excellent attention to detail.
- Exceptional organisational skills.
- Proactive and resourceful, eager to learn and think out-of-the-box.
- Be a team player able to build effective relationships.
- Be a resilient and self-motivated individual.