



Search Engine Optimisation Consultant - £17,000 - £23,000 Basic + Bonuses

The search engine consultant is responsible for implementing search engine marketing strategies for clients. The correct person will be goal oriented, possess exceptional attention to detail, and have outstanding interpersonal skills. This is a role that is interacting with clients as well as working closely with the company team to make sure that the goals of the client are achieved.

Key Management Areas of Responsibility

- Can identify and define requirements, tasks, and resources associated to SEO strategy
- Execute implementation of the SEO strategy
- Communication to clients, team, and management on strategy/project development, and results
- Contribute to the client strategy and goal definition for success
- Keep pace with SEO, social media and internet marketing industry trends
- Contribution to the company blog and all company specific social media

Key Functional Areas of Responsibility

- Perform keyword research in coordination with client business objectives to optimise existing content and uncover new opportunities
- Provide SEO analysis and recommendations in coordination with elements and structure of websites and web pages
- Provide recommendations and execute/manage strategies for content development in coordination with SEO goals – general and keyword specific
- Help to create and support marketing content to socialise and use for social media purposes (e.g. customer videos briefs, customer case studies, blog posts, posts from analysts and customers)
- Develop and implement link building campaigns
- Monitor and evaluate search results and search performance across the major search channels to improve rankings
- Monitor and evaluate web analytics dashboards and reports to develop and recommend SEO strategies
- Communication to team and management on project development, timelines, and results
- Be able to offer explanations of key attributes of strategies and the SEO industry to other teams, colleagues and customers alike.

Professional Competencies

- Passion for SEO and overall internet marketing
- Outstanding ability to think creatively, strategically and identify and resolve problems
- Ability to foster strong client relationships at various levels
- Attention to detail and the ability to effectively multi-task in a deadline driven atmosphere
- Ability to clearly and effectively articulate thoughts and points
- High levels of integrity, autonomy, and self-motivation
- Excellent analytical, organisational, project management and time management skills



Professional Skills & Qualifications

- Strong understanding of Search Engine Optimisation (SEO)
- Experience working with popular keyword tools (Google, Word Tracker, Keyword Discovery, etc.)
- Experience working with popular SEO tools predominantly SEMrush, Ahrefs, Majestic, Surfer and Google Search Console
- Experience working with CMS and building/administering content in multiple CMS environments
- Knowledge of HTML/CSS and website administration mainly Wordpress, Magento & Shopify
- High-level proficiency in Excel, PowerPoint, and Word
- Experience with website analysis using a variety of analytics tools including Google Analytics as well as internal reporting tools

Summary of Key Defined Role Expectations

- Complete a client strategy based upon SEO improvements including positions & conversions derived from analytics, webmaster, and all other tools
- Communicate effectively between all departments of the work required and the work completed.
- Expand your knowledge of SEO through a variety of training sessions both internal and external
- Develop longstanding relationships with SEO clients where required to directly explain the work scheduled and work complete.
- Help grow the department through innovation and a high level of service
- Engage with weekly meetings outlining SEO department progress

The job description describes the principal purpose and main elements of the job. It is a guide to the nature of the main duties as they currently exist but is not intended as a wholly comprehensive or permanent schedule of tasks.