

Full-time:Permanent

Location:Middlesbrough

Salary: OTE £25-28K

Role: SEO Consultant

Tags:agency, digital,SEO PPC, Sales

If you're a Technical SEO Consultant looking to take the next step in your career, this is your opportunity to join one of the best SEO teams in the north east

We are one of the UK's fastest-growing digital marketing agencies, with offices based in Middlesbrough, Edinburgh and London. Outrank has recently been awarded position 77 in the Great Place to work award for 20224. With a continually growing staff of over 30 dedicated Sales, SEO,PPC and Social Media Specialists, we are the biggest little online marketing agency around.

We are looking for a SEO consultant to join a small collaborative team who can help take the business to the next level. We are a fast paced, dynamic and innovative digital agency, looking for someone who embodies the same qualities.

Job Specification

We are looking for an experienced and enthusiastic SEO Consultants, who will be responsible for identifying and implementing SEO strategies for clients. The correct person will be goal-oriented, possess exceptional attention to detail, and have outstanding interpersonal skills.

You'll also be nurturing relationships with clients, and ensuring the growth and success of the agency. You'll need to be a strong communicator, with excellent interpersonal skills and the ability to build rapport with clients quickly. You'll also need to be a strategic thinker, with a keen eye for identifying market trends and opportunities for growth.

Your experience will be from a previous marketing/digital agency.

So, what's in it for you?

Well, we are a growing agency with big ambitions, looking for someone who wants to grow with them. You'll have the opportunity to work with some exciting brands and to make a real impact on the growth and success of our business.

You'll also be working in a fun and dynamic environment. With a team of passionate, creative and talented individuals. And, of course, you'll be well-compensated for your hard work and success. You'll get a competitive salary, benefits, and opportunities for advancement.

So, if you're a driven and ambitious SEO consultant with a passion for digital marketing, we want to hear from you!

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.

Benefits

Apart from the standard things like a competitive salary and contribution-matched pension , we at Outrank are proud to offer a few other sweeteners to help convince you to join us. Things like:

- Commission and Bonus scheme
- Conference attendance
- Meritocratic, fast-track career development for employees who deliver the big ideas
- Frequent travel opportunities
- Increased annual leave based on service
- Bike to work scheme
- Childcare vouchers
- Referral bonus for sales and staff
- EMI scheme

How to apply

Send us your CV along with a covering letter telling us why you're a good fit for Outrank, then make sure your two references don't mind being contacted by us. Then email your application hr@outrank.com.