

Job Description

Job Title:	SEO specialist
Department:	Marketing & Customer Engagement
Reporting To:	Digital Marketing Manager
Location:	Aylesbury, Buckinghamshire, HP21 8ZB
Date:	July 2018
Company purpose:	The Share Centre's purpose is to enable more people to enjoy straightforward investing.

Role Overview

The SEO Specialist will report directly to the Digital Marketing Manager, while working closely with the Brand and Digital development teams. This role is responsible for managing and developing the SEO channel (both on-page and technical SEO) to increase our organic rankings and traffic, and being the business expert on new developments within Google Algorithms.

Job Responsibilities

- Management of SEO / keyword tools and Google Search Console.
- Daily maintenance of GSC crawls, errors, improvements and monitoring of keyword performance.
- Own the SEO strategy and plan, working with the wider team, making recommendations for new content where we currently don't rank.
- Perform keyword research and share findings with Web Optimisation Lead
- Track & analyse results to identify potential opportunities for improvements, sending updates through to the team of organic search performance.
- Work with our brand team and customer engagement team to create new content based on a GAP analysis, looking to exploit areas we / our competitors currently don't
- Work with the Digital Development team to optimise landing page and updating them with search improvements
- Organic search performance monitoring, testing and optimisation
- Technical SEO improvements, providing direction to the IT team where necessary to optimise our site for Google crawlers.
- Build / run a quality back-linking project
- Suggest new improvements based on latest Google algorithm updates.
- Liaise with internal teams to ensure coverage of key categories & products in the search landscape
- Provide support for digital marketing initiatives as required
- Analyse feedback/evaluation from each activity for on-going review

You will have the following qualifications/experience:

- Demonstrated expertise in delivering successful SEO improvements
- A passion for all things search marketing
- Expertise in Google Search Console
- A working knowledge of digital marketing, particularly SEO

- Excellent communication and persuasive skills, while working well as part of a team
- A good working knowledge of Google Analytics
- Experience with paid marketing solutions including Google Adwords, Facebook, Twitter & LinkedIn desirable
- Experienced in all presentational packages and have strong presentation skills

Use of IT packages:

- Raven tools, MOZ, Screaming Frog (or other tools required to do job)
- Google search console - expert
- Excel – Intermediate
- HTML coding – Intermediate
- Google Analytics - Intermediate

Skills & Application:

- Good verbal communication, able to form and communicate sound arguments.
- Well-written communication, able to convey complex issues in a manner appropriate to the audience.
- Effective interpersonal and negotiation skills, able to form good working relationships internally and with external suppliers.
- Good time management and personal organization.
- A strong team worker and able to work on own initiative.
- Able to prioritise according to changing workloads and priorities.
- Senior stakeholder management and interaction.

Change in Market

- Awareness of changes in digital marketing practices and regulation, taking ideas and forming practical deliverables which contribute to increased conversion.
- Awareness of competitor and market activity.
- Awareness of latest changes to FCA regulations related to the promotion of our products and services.

General Skills & Attitude:

- Positive, proactive, energetic and flexible attitude.
- Self-starter able to conceive, prioritise and deliver initiatives to deadlines with minimum supervision.

Professional outlook;

- Rational, logical.
- Creative approach to problem-solving.

Person Specification

Requirements of Role	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> ■ Degree 2:2 or higher ■ 5 GCSEs or equivalent at Grade C and above including Maths and English 	<ul style="list-style-type: none"> ■ CIM, IDM or equivalent qualifications ■ Masters in Marketing
Experience	<ul style="list-style-type: none"> ■ Min.3 years practical marketing experience ■ On page SEO / organic search strategy ■ Keyword management and optimisation ■ Technical SEO / website improvements 	<ul style="list-style-type: none"> ■ Investment industry marketing experience ■ Strategic planning and delivery ■ Financial services marketing experience.
Knowledge	<ul style="list-style-type: none"> ■ A expert understanding of SEO practices from on-page optimisation through to website improvements ■ IT packages – SEO tools (Moz/screaming Frog etc), Google Analytics. ■ Understanding of email optimisation techniques. 	<ul style="list-style-type: none"> ■ Awareness of the working of Investment Markets and FCA Regulations as they apply to the marketing of our products.
Skills & Application	<ul style="list-style-type: none"> ■ Copywriting Skills ■ Use of web tools, including reporting and analysis. ■ Good presentation skills. ■ Analytical and able to interpret data as a means of planning ■ Ability to add value by identifying software and technological opportunities to support the online strategy ■ Good interpersonal skills, able to form good working relationships, internally and externally, with suppliers. ■ Strong Team worker, able to work on own initiative. ■ Able to prioritise according to changing workloads and priorities. 	<ul style="list-style-type: none"> ■ Basic HTML / CSS coding ■ Presentation Skills ■ Understanding of user experience and testing methodologies ■ Basic web content entry
Personal skills & behaviours	<ul style="list-style-type: none"> ■ Professional outlook. ■ Self-starter able to conceive, prioritise and deliver initiatives to deadlines. ■ Pro-active approach to problem solving. ■ Creative outlook, applied rationally and logically. 	<ul style="list-style-type: none"> ■ Passion for Digital communication ■ Capable of dynamic idea generation with creative flair.

The Share Centre's core values:

The Share Centre's five core values are Enterprise, Respect for Others, Empowerment and Responsibility, Long term Stability and Clarity. The successful candidate will demonstrably embrace these principles in their contribution to the business through the delivery of the tasks assigned.