

Job Description – SEO Executive (26-30k)

Location: King Street – Manchester.

Company & Position Overview

Return On Digital is a rapidly expanding Digital Marketing agency with a mixture of high profile and SME clients. We specialise in Search Engine Optimisation, Social Media, Conversion Rate Optimisation and Search Engine Marketing (PPC).

Due to company growth the company wants to strengthen its organisation. With this in mind, we're looking to recruit a 'red hot' SEO executive with a track record to join our SEO team.

Job Description

This role involves managing a portfolio of clients and improving their search engine optimisation by using techniques including but not exclusive to: Keyword Research, Copy Optimisation, Article Marketing, site structure, URL re-writes, social media, blogging and link building. An understanding of Paid search marketing would be advantageous.

A critical element of this role is to improve rankings for the clients assigned to your portfolio, and deliver reporting on a monthly basis.

A high degree of energy, commitment, initiative and enthusiasm is required along with a thirst for knowledge in the internet marketing arena. The ability to organise, prioritise and meet deadlines is essential as is the ability to communicate with clients, in a polite and professional manner.

Key Responsibilities

- Reviewing clients current website
- Developing an optimisation plan
- Making changes necessary to the site and implementing the plan
- Reporting on success and activity to clients
- Liaising with management team
- Developing long term relationships with your key clients

Attributes

You will have experience and a track record in search engine optimisation, social media digital marketing. Knowledge of HTML, CSS, PHP, (ASP/.NET a bonus) and site optimisation is expected. You will be also expected to undertake some basic coding changes on client's sites if needed.

Candidates will also be expected to conduct ethical link building strategies for the websites in their portfolio.

Our ideal candidate will have a track record of improving the ranking and traffic of websites using white hat techniques, be able to manage a portfolio of dedicated projects and work as part of a team on larger projects.

Please call or email Guy Levine 0845 86 22122

<http://www.returnondigital.com>

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