

# Job description: Digital Marketing Consultant (Technical)

## Role and Responsibilities

With at least three years of agency experience and a deep knowledge and understanding of the ever-evolving digital industry, you'll feel comfortable leading and supporting the digital team.

You'll be confident with all aspects of technical SEO, have the tools and packages like Google analytics down to a fine art, and love getting stuck into the nitty gritty detail of digital projects to find the best solutions for our clients. This role is primarily focused on onsite technical SEO but also has elements of offsite too.

As part of your role, you'll also be expected work with other teams and departments in-agency to develop wider content marketing strategies, analyse client industry trends, competitors, and data insight from analytics to inform strategic area for content focus to increase traffic and converting customers.

Your role will include:

- Responsibility for the technical SEO oversight of key client accounts.
- Key phrase research and analysis, identifying areas of opportunity and growth for clients.
- On page and off page auditing, providing actionable recommendations in order to increase the campaign performance - whether this be on page optimisation or off site relationship building.
- Proactive analytics analysis and recommendations to improve the technical optimisation of client websites.
- Backlink auditing to analyse and remove negative links which might comprise the digital marketing campaign based on future Google algorithm updates.
- Technical Site Maintenance including 301 re-directs, site crawl analysis & recommendations and optimisation recommendations.
- Tracking and analysing client rankings and making recommendations where necessary.
- Proactively researching search engine algorithm updates, industry news and trends, ensuring the team and wider agency are always up to date with breaking industry news.
- Weekly/ monthly reporting within bespoke client dashboards. Key skills

## Key Skills

- Strong written English and grammar
- Confident in front of team members with the ability to put your point across in a proactive, non-confrontational manner
- Strong understanding of Search Engine Marketing (SEM) and Search Engine Optimisation (SEO) process
- Analytically minded with the ability to analyse analytics and webmaster tools data to spot any increases and decreases in performance. (Including, but not limited to, Google analytics, Omniture, Google Webmaster Tools (GWT), Bing Webmaster Tools (BWT), ranking software – Pro Rank Checker and Authority Labs)
- Reporting skills with the ability to see an issue and provide insight and recommendations
- MS Office skills – especially Excel
- A working knowledge of HTML/CSS desirable.
- Digitally savvy with a keen interest in growing your skill set
- Three years of experience in Digital Marketing