SEO Engineer.

Job description.

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This job description sets out the scope of the role of SEO Engineer at Fresh Egg, together with the main duties of the post at the date when it was completed. It does not include or define all tasks which the post holder may be expected to carry out. Duties may vary from time to time without changing the nature of the post or the level of responsibility. The post holder may also be required to carry out any other duties as required by their line manager.

1. Reporting to

Director – Search Strategy.

2. Scope of role

To devise and implement SEO campaigns across a number of assigned client accounts. Responsible for ensuring the efficient day to day technical management of these accounts; carrying out 'hands on' on-site and technical changes; analysing and drawing insight from third party analytics data; conducting advanced level keyword research, developing innovative ongoing off-site campaigns; creating and executing creative marketing and link bait-style campaigns and integrating social media activity deeply into the search mix in order to maximise results across all digital channels. Specifically responsible for producing *significant results??* across each assigned client campaign.

3. Key responsibilities

Campaign Strategy

- To work closely with your Director of Search Strategy and with the Head of Commercial Strategy and Analysis to ensure that all client accounts managed by you have a robust technical strategy in place, together with specific performance targets and objectives tailored to meet or exceed the business and commercial expectations of the client.
- To work closely with the Commercial Director and Account Management Director as required when devising and managing advanced strategies for high value clients.
- To develop a strong understanding of the products, competition, industry, marketing goals and objectives of each of your clients.
- To work with your Director of Search Strategy to put specific strategies in place to ensure that a strong, diverse link portfolio is being developed for each of your clients.
- To actively and frequently propose new and improved search engine marketing campaign ideas.

KPI's and reports

- To measure the effectiveness of the campaigns across your assigned client accounts. To achieve increases across these campaigns in search rankings, traffic and conversions and to ensure delivery against all other key performance indicators agreed with the Commercial Strategy team and the client.
- To use a variety of proprietorial and third party tools to compile and draw insight from both company-specific, sector-specific and generic industry data, in order to better understand user trends and behaviour and add context to the performance on each account.

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- To produce monthly reports for clients containing a robust description of monthly activity, suitable advice and recommendations and a clear summary of performance against the key performance indicators and metrics agreed with the client.
- To ensure all reports are of a top quality written standard and adhere to Fresh Egg brand style guidance.

Client Focus

- To work closely with the account management team to ensure that each client's account manager is kept up-to-speed with progress and results so that all clients receive top quality, professional customer service from both you and from the client's account manager.
- To maintain regular contact with clients and provide timely and efficient responses to all customer queries.
- To attend and actively take part in client meetings.
- To strive for excellence across your work for Fresh Egg clients.

Analytical and Technical

- To carry out detailed initial SEO consultancies/audits for assigned new customers as required.
- To carry out monthly SEO maintenance for a number of assigned ongoing client accounts, ensuring the efficient day-to-day management of these campaigns.
- To recommend on-site and technical changes and to carry out 'hands-on' changes where required.
- To carry out advanced and detailed keyword research to identify the most effective and targeted keyphrases for each client's SEO campaign. To periodically reassess these keyphrases in order to ensure that they continue to be the right terms to target.
- To carry out detailed backlink analysis and devise innovative linkbuilding campaign ideas
- To initiate and carry out objective testing of tools, resources and techniques.

Organisation/Best Practice

- To efficiently manage your workload and accurately record your time using the company timesheet system.
- To freely share knowledge, insight, best practice, tactics and ideas.
- To ensure your knowledge of the search engine marketing industry is kept up to date and relevant by networking/researching/reading blogs and news sources.

4. Key skills and experience

- SEO professional with at least one years experience of digital marketing.
- A passion for emerging platforms and good knowledge of effective SEO strategies and techniques.
- A good understanding of how Google and other search engines rank pages.
- A thorough comprehension of HTML, CSS and web standards.
- Analytical, with the ability to interpret information, news, data and research quickly – and distil the most important/relevant information for intelligent strategic development.
- Basic knowledge of Google Analytics and other major third party analytics platforms.

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- Numerate and literate with the ability to produce top quality written reports.
- Some blogging experience.
- Good working knowledge of major social media channels including Facebook and Twitter.

5. Key behaviours

- Self-starter with a positive outlook
- Analytical and inquisitive, with excellent attention to detail.
- Passionate about SEO, with a general thirst for digital knowledge and a significant interest in new platforms and channels.
- Passion for excellence
- Proactive and highly organised, with strong time management and planning skills.
- Able to meet tight deadlines and remain calm under pressure.
- Good at absorbing large amounts of information, with a general hunger for learning.
- Credible, confident and articulate, with good communication and presentation skills.
- Innovative and creative, with a concise, precise and effective approach to problem solving.

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