

## SEO Apprentice

**Location:** Costock, near Loughborough, Leicestershire

**Hours:** Full Time

**Champions (UK) Plc** is one of the UK's leading award-winning brand agencies, boasting an enviable portfolio of clients, regionally, nationally and internationally.

A family-owned business with traditional family values, Champions has grown over the past 15 years and has evolved significantly.

Proudly, we continue to invest in our staff and new technology, to ensure we are at the cutting edge of providing our clients with the most up to date services that achieve results.

Today, with over 90 highly-skilled staff and still expanding, Champions' continued success is creating additional and exciting employment opportunities.

We are looking for an enthusiastic candidate ready for their first adventure into the web industry. Experience in both the technical and non-technical sides of SEO would be beneficial, but a can-do attitude and passion for the web are more desirable.

They'll be able to take command of their journey, and make suggestions that are outside of the box. During the apprenticeship, the proposed candidate will learn all walks of the SEO world. However, they must also be able to spot an opportunity and quickly act upon it through self-initiative.

The candidate should have the willingness to learn and a proven passion for dealing with websites; they must have a sound knowledge of basic website concepts and an analytical mindset. This role will be to support the SEO Team in their day to day activities.

### Responsibilities

- Using SEO strategies to manage and improve brand awareness
- Keyword analysis
- Website optimisation and site analysis (title tags, meta descriptions, etc.)
- Generating updates and progress reports to the team manager and other key stakeholders
- Link outreach campaigns
- Competitor analysis
- Identifying and implementing new revenue driving opportunities
- Suggesting technical improvements

### Experience, Qualification and Skills Required

- Fluent written and spoken English is essential
- Basic knowledge of website design
- Good understanding of content writing
- Impeccable attention to detail with the ability to spot gaps;
- Proactive and professional 'can-do' attitude to work and continuous professional development
- Well organised and able to work in a fast-paced environment
- Knowledge of WordPress.

**Closing date:** Monday 17th December 2018

If you are interested, please send a convincing covering letter, stating why you believe you are suitable for this position and your present salary, along with an up to date CV to: [careers@championsukplc.com](mailto:careers@championsukplc.com)