

## CAN YOU MAKE A DIFFERENCE TO OUR DIGITAL TEAM?

### SEO Executive

**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 their desired results.

Today, with over 110 highly-skilled staff and still expanding, Champions' continued success is creating additional and exciting employment opportunities.

As a core part of the SEO team, you will be experienced in creating and implementing effective strategies that drive traffic, secure backlinks and support a website's overall SEO performance. You'll have a solid understanding of how SEO works and be keen to further develop your skills in both on and off page optimisation.

Working within the Digital team, you will have a passion for working with websites. Consequently, you'll have a sound understanding of the relationship between, web design, UX, copy and SEO. But most importantly, can prioritise and has an easy ability to work with different departments on a daily basis.

#### Responsibilities

- Carry out keyword research to support new client pitches and existing client SEM campaigns
- Conduct on-site and off-site SEO competitor analysis
- Conduct technical audits of sites and fixing issues accordingly
- Own and help to execute on-site and off-site SEO strategies (including link building) for a range of clients in a host of industries
- Complete weekly and monthly performance reports using programs such as Google Analytics, Data Studio and SEMrush
- Conduct on-site and off-site SEO audits for client sites on a monthly basis
- Utilising Screaming Frog and other SEO tools to uncover SEO issues and quick wins
- Contribute to the company blog and other external communications as and when required
- Assist in providing creative ideas for SEO-friendly content
- Keep up to date with the latest SEM technology, SEO updates and industry changes
- Other duties as and when arranged

#### Experience, Qualifications and Skills required

- At least two year's experience in SEO/SEM
- BA degree in Marketing or Business related (desirable)
- A good understanding of all aspects of on-site and off-site SEO
- Experience using Search Console, Bing Search console, Google Analytics, SEMrush, Ahrefs, Majestic, Screaming Frog, Datastudio
- Familiarity with other aspects of digital marketing
- Strong communication skills
- Excellent copywriting and reporting skills
- Analytical mindset
- Agency background preferable
- A can-do attitude
- Strong time management skills
- A good team player
- Excellent, organisation, planning and prioritising skills

**Closing date:** Tuesday 30th April 2019

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)