

Senior SEO Executive

Location: Costock, near Loughborough, Leicestershire

Hours: Full Time

Things are moving fast here at Champions (UK) plc. And as one of the Top 200 fastest growing companies in the East Midlands, we're on the lookout for an outstanding Senior SEO Executive.

About Champions Digital & The Role

Forming part of the national award-winning brand agency, Champions (UK) plc, Champions Digital is a fast-growing department that takes the shape of a full digital agency. With experts in digital marketing, PPC, web design, SEO and social media marketing, we specialise in all things digital.

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'll be someone who has 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, you'll be someone who can prioritise, loves to learn and can easily work with different departments on a daily basis.

Responsibilities

- Work closely with the Head of Digital Marketing to deliver strategic and creative SEO strategies
- Carry out in-depth keyword research to develop effective SEM campaigns and content strategies
- Ability to write or brief SEO-driven and compelling landing page and blog content based on keyword research
- Conduct in-depth SEO audits to highlight optimisation opportunities, technical errors, content gaps and user experience issues
- Plan both small and large-scale website migration projects to retain full SEO value
- Work with the web and content teams to deliver SEO friendly website projects
- Deliver in-house SEO training sessions to junior team members or other departments
- Ability to set and measure KPI's and strategic objectives for all SEO projects using tools such as Google Analytics
- Attend client meetings to receive detailed briefs, present monthly reports and discuss project progress
- Conduct in-depth SEO competitor analysis across technical SEO, backlinks and content
- Work with in-house and external web developers to fix technical issues accordingly
- Work closely with the PR team to build and drive link-building strategies and campaigns, securing high-quality backlinks
- Complete weekly and monthly performance reports using programs such as Google Analytics, Data Studio and SEMrush
- 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 required by senior stakeholders

Experience, Qualifications and Skills Required

- At least four 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 and Data Studio
- 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 team player

Benefits

- Free access to our on-site gym
- Free secure parking
- New starter goodie bag
- Above and Beyond bonus scheme
- Enhanced holiday allowance after three continuous years with the company
- Modern, clean and spacious offices in our new £1m digital hub
- Training throughout the year
- Contributory pension scheme
- Birthday bottle of bubbly
- Free access to online GPs, emotional wellbeing, legal and financial support with our employee benefits platform
- Exclusive discounts to a range of online and high-street stores and restaurants

Closing date: Friday 11th December 2020

If you think you are suitable for this role, please send a covering letter stating why you're the ideal candidate, along with your current salary and CV to careers@championsukplc.com