

## 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 **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 SEO strategies that drive traffic, secure backlinks, boost keyword rankings 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 the kind of person who has a passion for working with websites. Consequently, you'll have a sound understanding of the relationship between web development, user experience, content and SEO. But most importantly, you'll be the kind of person who can prioritise, loves to learn and has an easy ability to 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 two years' 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

- New starter goodie bag
- Birthday bottle of bubbly
- Enhanced holiday allowance after three continuous years with the company
- Modern and spacious office in our new £1 million digital hub
- Departmental social outings
- Yearly Christmas party with all expenses paid
- Individual training budgets
- Contributory Pension Scheme
- In house gym for you to use at your leisure
- Free access to a fantastic employee benefits portal that includes exclusive discounts for restaurants, high-street retail stores, supermarkets and entertainment companies.
- Exclusive discount to over 3,500 gyms across the UK
- Free access to online GPs
- Free emotional wellbeing support for you and your family
- Access to legal and financial support through our employee benefits platform
- Access to tailor-made fitness, yoga, meditation and nutrition videos
- Access to free online health assessments to track and measure your personal progress

**Closing date:** Friday 29th January 2021

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](mailto:careers@championsukplc.com)