

## In-House SEO Executive

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

**Hours:** Full Time

**Champions Speakers** are looking for an enthusiastic In-House SEO Executive who will be at the forefront of everything we do. This rare opportunity will see you working with our fourteen celebrity-focussed websites and leading the in-house SEO and Content team to improve our visibility and brand awareness.

One of the UK's largest celebrity and talent agencies, Champions Speakers work with over 2500+ thought-leaders, sports stars, television celebrities, influencers and academics, placing them at events, conferences and into advertising campaigns in 66 countries. Boasting 100+ staff, multiple offices and our very own in-house web, content, PR and graphic design teams, this role will require excellent communication and attention to detail as well as the ability to spot opportunities and take them.

Working from our HQ in Loughborough, your approach to SEO will be confident and analytical and you will have the opportunity to test and explore new areas of digital marketing across various platforms. There is also the potential to interview some of the world's top celebrities, with us having previously interviewed the likes of Mike Krieger (Instagram Co-Founder), Michelle Visage (RuPaul's Drag Race) and Shaun Wallace (The Chase).

You should have a willingness to learn and a proven passion for keeping up to date with the latest search engine guidance and must have a sound knowledge of basic website concepts. The SEO landscape is one that constantly changes, so you will be continuously learning and adapting your approach.

### Responsibilities

- Work closely with the team 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

- Uncapped progression within our company
- Free access to top training courses and industry conferences (BrightonSEO, MarketingWorld etc.)
- The opportunity to set your own training plan and access to a personal training budget
- Free use of our on-site gym
- The opportunity to work with celebrities from all different backgrounds including sport, fashion, business, television and more
- The opportunity to take country walks around our grounds for exercise and well being
- New starter goodie bag
- Above and beyond bonus scheme
- Enhanced holiday allowance after three continuous years with the company
- Modern, clean and spacious office in our new £1million digital hub
- Quarterly departmental socials
- Training throughout the year
- Contributory pension scheme
- Birthday bottle of bubbly
- Weekly cake club (Covid-19 permitting)

**Closing date:** Friday 27th August

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)