

In-House Senior SEO Manager

Location: Costock, near Loughborough, Leicestershire

Hours: Full Time

Champions Speakers are looking for an enthusiastic In-House Senior SEO Manager who will be at the forefront of everything we do. This rare opportunity will see you managing 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. This role will be to manage the already-established SEO team in their day-to-day activities and to support them in their daily work and mentor their skill sets. The SEO landscape is one that constantly changes, so you will be continuously learning and adapting your approach.

🔗 Responsibilities

- Analysing current performance for potential areas of improvement
- Identifying keyword opportunities to drive valuable traffic to our website
- Provide training and advice to our in-house content team on potential areas of opportunity and best practice for search
- Develop effective link-building techniques to increase domain authority
- Advising our in-house PR & Outreach team on link-building best practices
- Completing full technical audits using Google Search Console, SEMrush, Ahrefs and ScreamingFrog to highlight technical improvements
- Using Google Analytics and other reporting tools to analyse performance and report back to stakeholders
- Mentoring and training the SEO team on best practice and industry changes
- Overseeing the launch of new websites and web-site migrations to prevent loss of value
- Implementing structured data to improve our websites' search results

🔗 Experience, Qualifications and Skills Required

- Proven track record of implementing SEO campaigns
- Knowledge of long-term content marketing and content growth
- Working knowledge of best-practice search engine optimisation
- Outstanding ability to think creatively, strategically and identify and resolve problems
- Ability to lead, mentor and grow an already established team
- Confident in the use of Google Analytics, Google Search Console, Bing Webmaster Tools etc.
- Experience with SEO optimisation tools such as SEMrush, Ahrefs, ScreamingFrog
- Strong organisational, time management, and analytical skills
- Fluent written and spoken English is essential
- Basic knowledge of website design principles
- Basic knowledge of HTML, CSS and Javascript
- Impeccable attention to detail with the ability to spot gaps
- Proactive and professional 'can-do' attitude to work
- Able to work in a fast-paced environment
- Knowledge of WordPress and Drupal
- Knowledge of wider digital marketing, including social media, PPC advertising, outreach etc.

🔗 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 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