

Search Engine Marketing Specialist

We are looking for a talented and dynamic individual with experience of all SEM tactics, management, implementation and strategy to join our award winning team.

This exciting opportunity has arisen to bring our digital marketing in house and drive traffic in channels for a range of digital products, using PPC, SEO and paid media.

We're looking for an SEM guru, someone who keeps up to date with the latest developments within SEM and knows how to pivot and apply changes according to the current SEO and SEM landscape.

Reporting into the Marketing Manager, the successful candidate will be responsible for managing all SEM activities including content strategy, link building and keyword strategy to increase rankings across all major search networks. The successful candidate will be passionate about all aspects of SEM, someone who relishes being in the detail and is results orientated.

Ideally you'd have 2-3 years' experience of championing best practice PPC and SEO implementation, driving cutting edge bid optimisation and using as broad a range of techniques as possible, including automation, to deliver high quality, profitable traffic. You'll need a perfectionist's approach to keyword research, a laser focus on costs and returns, a deep understanding of the value of content, and a hunger to help our business meet its goals.

Responsibilities

- Manage priority keyword lists ensuring ranking at top for all priority keywords
- Optimise copy and landing pages for search engine marketing
- Perform ongoing keyword discovery, expansion and optimisation
- Research and implement search engine optimisation recommendations
- Research and analyse competitor advertising links
- Develop and implement link building strategy
- Driving new customer acquisition with a strong focus on ROI and CPA
- Developing and leading the online acquisition strategy to increase ecommerce growth both in the UK and internationally
- Set marketing strategies using all necessary tools (e.g. website, emails, social media and blogs)
- Research products, services and current strategies to identify new opportunities
- Analyse web traffic metrics and suggest solutions to boost web presence
- Monitor SEO/SEM, marketing and sales performance metrics to forecast trends
- Build strong clients relationships through social media interaction
- Create engaging adverts and landing pages for PPC; testing and tweaking these for maximise effectiveness
- Optimise all ads, keywords, landing pages and other marketing pieces
- Conduct competitor analysis and reporting, with reference to pricing, presentation and promotion

What you'll need to succeed

- Proven work experience and achievements as a marketing strategist
- Demonstrable experience of driving online visibility of brands through SEO/SEM
- Knowledge/experience of implementing and optimising Google AdWords campaigns
- Knowledge of web analytics tools like Google Analytics
- Hands on experience with online marketing tools and practices
- Experience of developing highly performing digital content
- Excellent verbal and written communication skills

Other requirements

- Bachelor's Degree in Marketing and or professional Digital Marketing qualification
- 2-3 years' experience in digital marketing and advertising
- Experience of working with a multi-skilled team across various digital platforms

This is a great opportunity to take your next step with a growing, award winning and innovating brand.