

Vacancy: PPC and SEO Specialist

Summary

To lead, drive and develop the Reconomy group and its sub brands online presence to reflect its status as an industry leader. Utilising best practice approaches to drive paid, organic and content strategies across Reconomy's core segments for each market. Working towards agreed objectives and clearly defined deliverables, the role will assist the Marketing Team in the fulfilment of an agreed marketing strategy in support of continued business growth.

Duties and Responsibilities

You will be responsible for managing all aspects of SEO & Paid Search activities across our full range of products and services, and the various websites we manage including www.reconomy.com, www.networkwaste.co.uk and affiliate sites. This will include producing detailed strategies, copy writing, technical SEO, data mark up, xml sitemaps, link building, blogging, content marketing, online PR and more.

- Prepare marketing strategies for SEO and Paid Search.
- Manage all SEO activities and Paid Search accounts including Social Media.
- Analyse website for architecture, on-page/on-site utilisations, content and navigation structures and identify.
- strong / weak points.
- Utilise third party tool data in the analysis and formulation of a strategy for compliant SEO.
- Implement / provide recommendations for SEO.
- Improve CTR rates for both SEO/ Paid Search.
- Understand analytics data in full, identify website engagement issues / poor time on site / poor CTR rates.
- Use data from Pay Per Click and Social Media to aid conversions / make adaptive strategy changes for
- keyword targeting.
- Increase website rankings and visibility in an ethical manner.

Key Skills and Experience

- Hands on experience of SEO and Paid Search.
- Desire to continually learn and develop knowledge.
- Must have an understanding of SEO, Google Algorithms, Compliance.
- Must have an understanding of website CMS platforms.
- Should have a full knowledge of on-site and off-site SEO.
- Should be up to date with Google / Marketing news.
- Have the ability to identify conversion opportunities from PPC data for SEO / Vice Versa.
- Should understand best practices for SEO and potentially PPC.
- Ideally BA Hons Degree in digital marketing OR IDM / CIM digital marketing qualification.

Location: Telford (with good access to M52 and close to train station)

Hours: Full time, Permanent

Salary: Attractive, dependant on experience

