

SEO Manager

Position Summary

We are looking for a personable SEO Manager who is responsible for leading an account or accounts. Specific responsibilities are:

- Leading the account
- Leading the client relationship
- Responsibility for developing a strategy
- Overall accountability for delivery
- Supporting new business opportunities
- Must be a specialist or have an overarching understanding of two or more channels

The SEO Manager will provide leadership within the SEO group and provide guidance and quality assurance for clients within their portfolio team, ensuring that client agreements are fulfilled and that the work delivery is of a high quality and is aligned to client KPIs, strategy and needs.

The SEO Manager also supports the team by providing a senior contact for clients when required, and support business development opportunities. Demonstrating the highest calibre of SEO knowledge, you will be required to contribute to, organise and deliver innovative SEO campaigns to clients, whilst managing client expectations and achieving client satisfaction. Delivering SEO strategies for large, multi-market clients will be part of your role, as will the ability to direct and enable clients to succeed across Total Search, i.e. identifying opportunities to help clients drive efficiencies across SEO & PPC, including making decisions on priority targets for both channels, forecasting, and using paid and organic reports in Google Search Console to maximise the potential of associated channels.

As SEO Manager you will also work closely Media Content teams to form a complete SEO team around a client to produce best in class SEO programmes that deliver against our clients' business goals and objectives.

Responsibilities:

- Line management of a team; providing leadership and guidance to team
- Responsible for quality assurance for SEO work that is delivered out of the team
- Accountable for the implementation and delivery of SEO campaigns by the team according to the agreed search strategy, including activity planning and scheduling
- Identify key opportunities including innovations and up and cross sells for clients.
- Think strategically – developing the SEO strategy and ensuring that the SEO strategy is on track and not diversifying from the scope and strategy pillars agreed with the client
- Responsible for all aspects of SEO analysis and delivery including keyword research, competitor analysis, content and backlink audits, and ensuring a high standard of delivery of these by the team
- Work towards client targets and goals within wider performance media campaigns
- Effectively manage client communications, expectations and satisfaction
- Continuously increasing knowledge of wider media channels, especially SEO and PPC, keeping up to date with marketplace and technical developments and integrating these developments into client campaigns
- Work collaboratively with other parts of the business including Professional and Client Services, always putting the client at the heart of what we do
- Share knowledge derived from client campaigns and industry research with fellow team members; coach and develop more junior members of the team



- Help to develop SEO knowledge within the department and wider company
- Travel to client meetings when required
- Provide support with business development opportunities, including attending pitches
- Assist with ad-hoc projects and administrative work as requested by Head of Department
- Assist and participate in the on-going development of Pico's SEO service and product offering.

Our Requirements:

- Bachelor's degree in marketing or related field
- 2-3+ years of relevant experience in SEO specifically
- Experience with Google Analytics, Google Search Console, SEM Rush and Google Tag Manager
- Independent – create your own work schedule, be accountable and meet deadlines
- Acute attention to detail
- Excellent written and verbal communication skills
- Strong Excel skills, particularly in the use of formulas
- Strong analytical skills and ability to sort through data and find solutions to challenges
- Self-starter who can work both independently and collaboratively in a team environment
- Previous agency experience a plus
- Relevant industry certifications a plus

Why Us?

We're a nimble team and a close-knit group. Most of our relationships are born from past work and referrals. We create and nurture partnerships to understand our clients' frustrations and goals. There are hundreds of digital marketing agencies to choose from, so we let our results speak for themselves. Every client we partner with is incredibly important to our business.

Modern Perks

We're forward-thinking not only in our online marketing campaigns, but also in benefits that make sense for our company and our staff. Some of our team's favourite perks include:

- Unlimited vacation
- Paid maternity & paternity leave
- Nest Pension Plan – 3% company contribution
- Remote work environment + office options
- Monthly cell phone and internet stipend
- Bonuses based on individual performance
- Profit sharing based on company performance
- Volunteering opportunities + individual charity selection
- Company events & celebrations
- £500 per year personal travel allowance
- Salary commensurate with experience

Interested?

Please contact Samantha Bedford // sam@choosepico.com // www.ChoosePico.com