

April 2025

SEO and content executive – job description

Main purpose of role

Due to new business wins, we're looking for a SEO and content executive to join our team. The successful candidate will work within the existing digital account management team, reporting to the SEO manager. This role has a primary focus on SEO content writing and optimisation along with content creation for other marketing channels. They will have already had experience promoting brands through SEO and other digital channels, ideally in an agency environment.

Key responsibilities and essential skills

- Creating SEO-optimised content, including website copy, news/blog posts, case studies and landing pages.
- Content research and creation for other marketing channels such as Google Ads, social ads/organic and printed materials.
- Content checking – proofing the work of other team members.
- Improving existing website content to improve search visibility, engagement and conversions, including optimising meta titles, descriptions, alt tags, internal linking and headings.
- Implementing a content strategy that supports SEO goals, including topic ideation and structured content outlines.
- Using Semrush to carry out keyword research and identify content opportunities.
- Monitoring competitor content strategies and identify trends, insights, and opportunities for content improvements.
- Performing regular SEO audits, identifying areas for improvements.
- Using Google Analytics, Google Search Console, Looker Studio, Google Ads, Meta and other reporting tools to track and report on key metrics, making recommendations for improvements.
- Managing Google My Business accounts and optimising for local SEO.
- Staying up to date with digital marketing and SEO trends, algorithm updates, and best practices.
- Liaising with clients via video calls, email, phone and face to face meetings to discuss SEO performance and strategy.



The right person

- Strong copywriting and editing skills, brilliant English comprehension coupled with creative writing ability, strong proof-reading skills and great attention to detail.
- Experience in writing for different industries/audiences and adapting tone of voice accordingly.
- Self-motivated and results-driven, with a passion for SEO and digital marketing.
- Ability to work under pressure, manage multiple projects, and meet deadlines.
- Team player with excellent communication skills.

Benefits

In return for your skills and experience as SEO and content executive we will offer:

- A great opportunity to work for an established creative agency, within a dynamic team, producing industry-leading work
- A competitive salary
- Flexible hybrid home/office working (as little as one day/week in the office, after induction period)
- 22 days holiday a year plus bank holidays, increasing to 25 days with length of service PLUS your birthday off
- Opportunities for professional career development, through a one-to-one dedicated personal development plan process
- Free staff car parking
- Contributory pension scheme
- Company outings and teambuilding events
- When you're in the office, all the tea and coffee you could ever need, and a fuss with the office dog!

If you're interested in this role, please forward your CV and current salary details to hello@mms-marketing.co.uk

