

**September 2020**

**Job Description: SEO manager**

As SEO manager, the successful candidate will work as part of our account management team, across a number of clients. This role is perfect for a proactive and enthusiastic person, who is already obsessed with all things search. They will have already had experience growing brands through search engine marketing, ideally in an agency environment.

Responsibilities and duties:

- Developing and implementing SEO strategies for a range of clients to increase website traffic, and other metrics, through organic search
- Client SEO account management - telephone/email/face to face contact with multiple clients
- Carrying out keyword research and analysis and the use of keyword ranking tools
- Carrying out backlink building, directory submissions and revisions, internal link optimisation and meta optimisation
- Creating high-quality SEO content, and the ability to brief a creative copywriter, the further ability to then refine that creative copy to be SE optimised
- Conducting on-site and off-site analysis of clients' websites and their competitors' websites
- Briefing in technical SEO amends to the development team, measuring and refining their effectiveness
- Using Google Analytics and other reporting tools to conduct performance reports regularly, drawing conclusions and making recommendations, including the ability to show ROI for search investment
- Managing Google My Business accounts
- Keeping up-to-date with developments in SEM



MMS, Third Floor, Towers Point, Towers Plaza  
Wheelhouse Road, Rugeley, Staffordshire WS15 1UN

T 01889 584808 E [solutions@mms-marketing.co.uk](mailto:solutions@mms-marketing.co.uk) W [mms-marketing.co.uk](http://mms-marketing.co.uk)

MMS is a trading style of Glen Mitton Limited registered in England no 3691024  
VAT registration no. 715 7429 26

### Key skills:

- Experience working within a fast-paced agency, with the ability to manage multiple clients and enjoy the challenge of multi-tasking
- Experience in an SEO specialist role
- A pro at SEO copywriting, brilliant English comprehension coupled with copywriting ability, strong proof-reading skills and great attention to detail
- Google Analytics expert
- Understanding of coding techniques - HTML, CSS
- Thorough understanding of web design and site structures
- Experience with link building and back link analysis
- Strong communication skills
- Self-motivated
- An excellent team player

### Benefits:

In return for your skills and experience as SEO manager, we will offer:

- A great opportunity to work for an established creative agency, within a dynamic team, producing industry-leading work
- A competitive salary
- 22 days holiday a year plus bank holidays, increasing to 25 days with length of service
- 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
- An element of home-working may be considered
- All the tea and coffee you could ever need, and a fuss with the office dog!



MMS, Third Floor, Towers Point, Towers Plaza  
Wheelhouse Road, Rugeley, Staffordshire WS15 1UN

T 01889 584808 E [solutions@mms-marketing.co.uk](mailto:solutions@mms-marketing.co.uk) W [mms-marketing.co.uk](http://mms-marketing.co.uk)

MMS is a trading style of Glen Mitton Limited registered in England no 3691024  
VAT registration no. 715 7429 26