



SEO & Social Media Specialist – Marketing Services Team

We are recruiting for an SEO Specialist, to help refine, implement and monitor our SEO strategy. This is a new role in the company and will report to the Marketing Services and Communications Manager.

The successful candidate should have at least 2 years experience in an SEO environment, and ideally be able to demonstrate strategic, technical and analytical SEO skills. Some experience of Reputation Management and Social Media marketing would be an advantage.

The key responsibilities of the role are:

- Help develop and work to achieve an SEO strategy which complements RL360°s marketing and business objectives
- Ensure best practice SEO is applied across all RL360° internet assets to drive ranking, profile and traffic. Champion SEO within RL360° and provide SEO support to other Marketing staff
- provide recommendations and execute strategies for content development, outreach and link activity
- Apply an understanding of how search engines perceive, interpret and rank content to identify technical inefficiencies and the required solutions. Monitor search engine changes and advise key stakeholders on impact and solutions required
- Improve and re-purpose existing content to maximise SEO performance
- Recommend and execute strategies for content development, outreach and link activity
- Keeping abreast of SEO and search trends and technologies
- Carry out competitor analysis and content recommendations
- Monitor and continually develop RL360°s Reputation Management programme
- Provide detailed and regular analysis, reports and recommendations on SEO performance and opportunities
- Create and maintain analytics accounts such as Google Analytics and Search Console
- Advise and implement Social Media marketing strategy

You will be an enthusiastic individual with a passion for SEO, Social Media and Digital Marketing and have excellent communication and problem solving skills.

Person Specification

- 1+ year's experience in an SEO role
- An excellent understanding of how Google and other search engines rank pages
- Proficient user of Google Analytics, Google Tag Manager and Google Search Console
- A passion for digital, not just SEO, with a general thirst for knowledge and an interest in new platforms/channels
- Experience of using SEO tools such as Moz, Majestic SEO, Ahrefs, SearchMetrics, SEMrush, Google and Bing Webmaster Tools
- Advanced Excel skills and a working knowledge of HTML, CSS and JS
- Proactive and highly organised, with strong time management and planning skills
- Enthusiastic, energetic and creative, likes to bring ideas to the table
- Strong attention to detail. Positive attitude, flexible, can work collaboratively.

If you are interested in this opportunity, please send your CV, together with a covering letter including details of your current remuneration, explaining why you would be suitable for this role to careers@rl360.com.

Closing date for applications is 28 April 2017.