

SEO Account Executive

Job Description

Greenlight Marketing
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<http://www.greenlightsearch.com>

Introduction

Greenlight Marketing has a vacancy for an SEO Consultant on our consultancy team. Greenlight is the UK's **largest independently owned** and **fastest growing** search engine marketing agency, and was rated as **outstanding** by the Best Companies Accreditation system, putting us in the Sunday Times Top 100 companies to work for in the country.

The successful candidate will demonstrate a solid understanding of SEO in all its guises and be an excellent communicator with a proven track record in delivering successful SEO campaigns for large and complex websites. Greenlight works with some of the biggest companies in the world, and this is a rare opportunity to join a dynamic and passionate team with some of the best SEO's in the world and be on the frontline of natural search, not just in the UK, but globally.

To learn more about the company and our clients please visit <http://www.greenlightsearch.com>.

Job Specification

Job Title:	SEO Account Executive
Salary:	Negotiable depending on skills and experience
Location:	London - City
Start Date:	May 2011
Hours:	37.5 per week (full time)

Roles & Responsibilities

The SEO Account Executive plays a critical supporting role in their SEO team, helping with a broad range of activities including data analysis, reporting, drafting presentations, document writing and client relations.

The role is an ideal entry point into the SEO department at Greenlight and it is fully expected that successful Executives will be promoted higher within the agency within a year or so.

The role comprises of:

- Working as an internal resource supporting a team of two SEO Account Managers and one Senior AM in planning and implementing online campaigns and strategies which add real value to their team's clients
- Preparation of regular reports on SEO performance across client websites
- Analysing client websites and search results to identify SEO opportunities within clients' markets
- Managing internal SEO Analyst and technical resources to deliver the necessary SEO recommendations
- Working with clients' online marketing data to analyse results and find new directions for the campaigns
- Developing and maintaining strong client relationships that help to build the agency
- Using Greenlight proprietary technology to identify opportunities for client campaigns

Person Specification

- ✓ A real passion for online marketing and good commercial awareness
- ✓ Has an eye for detail and keen to learn
- ✓ Good Excel skills and an interest in improving them
- ✓ Able to write quickly, accurately and persuasively
- ✓ Ability to work to deadlines and manage time across multiple clients
- ✓ Confident enough to deal with clients from major corporations in an efficient and helpful manner
- ✓ Degree level education, ideally business or IT focused
- ✓ A good understanding of the nuts and bolts of search marketing (keywords, keyword volumes, ranks, CTRs, Conversions & CPAs)
- ✓ Familiar with web analytics and able to draw meaningful conclusions from raw data
- ✓ Language skills a bonus

- ✓ Must be a UK resident or work permit holder