

SEO Account Manager

Job Description

Greenlight Marketing
Level 14
Broadgate Tower
London
EC2A 2EW

+44 (0)20 7253 7000

<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 Manager
Salary:	Negotiable depending on skills and experience
Location:	London - City
Start Date:	May 2011
Hours:	37.5 per week (full time)

Roles & Responsibilities

Reporting to the Senior Search Manager, the SEO Account Manager works in a mixed discipline team of SEO staff dedicated to serving a portfolio of clients of varying sizes and sectors.

The role comprises of:

- Working directly with clients in planning and implementing online campaigns and strategies which add real value to the company
- Regular reporting and presenting of 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 SEO recommendations to schedule
- Analysing clients' online marketing data to identify new opportunities
- Maintaining the agency's high client retention rate by developing and fostering long lasting client relationships
- Working alongside another Account Manager and under a Senior Account Manager to operate as team managing a portfolio of SEO client campaigns
- Using Greenlight proprietary technology to identify opportunities for client campaigns (training provided)

Person Specification

Our ideal candidate will be able to hit the ground running, with a sound understanding of natural search, experience of delivering high level SEO consultancy and a desire to learn and will suck up new skills and knowledge like a sponge. We're looking for people with logical and analytical minds who can show some initiative and take pride in their work. You should be a confident and effective communicator, able to convey complex ideas both verbally and in impeccable written English. Greenlight is a professional company and we expect our staff to reflect this, so you should be punctual, presentable and have a friendly and outgoing demeanour.

- ✓ Minimum 2 years Account Management experience in online marketing
- ✓ Excellent knowledge of online marketing and a good understanding of key SEO issues
- ✓ Strong client relationship building experience with good presentation skills
- ✓ Advanced Excel skills with strong focus on correlating data sets

- ✓ Experience of online marketing data analysis and forecasting to CPA and Sales targets
- ✓ Highly motivated and able to work independently and as part of a team
- ✓ Able to write persuasive business documents including new business proposals and campaign summaries
- ✓ Able to work to deadlines and prioritise and manage time across multiple clients
- ✓ Excellent interpersonal, communication and negotiation skills
- ✓ A proven track record of proactively identifying business opportunities within client targets and strategies
- ✓ Degree level education preferred and foreign language skills a bonus
- ✓ Must be a UK resident or work permit holder