

Web Relations Executive

Job Specification

Greenlight Marketing
Level 14, Broadgate Tower,
London
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<http://www.greenlightsearch.com>

Details

Job Type: Permanent, Full Time (37.5 hrs/week)

Location: Central London

Job Specification

The Junior Web Relations Executive reports to the Senior Web Relations Manager working alongside SEO Analysts and Account Managers to deliver high performance link building services to Greenlight clients. This is an entry level position that offers the right candidate a fantastic opportunity to start a career in SEO, with the chance to progress towards a fully fledged link building role, SEO consultancy or SEO account management. It is anticipated you will regularly work to acquire diverse and high quality links for around 4-5 clients, at least one of which will be a major UK brand, as well as occasionally being required to deliver ad-hoc work for other clients. The main duties of the role are:

- Identifying, approaching and negotiating with relevant sites to build up a unique network of link partners for each client.
- Using various data sources to conduct competitor analysis and link mining to identify and, if necessary, imitate strategies used by successful competitors of each client.
- Keeping abreast of new link building strategies in order to identify, adapt and implement those that are most relevant for your clients.
- Developing a detailed understanding of the effect your work has on client rankings.
- Weekly and ad-hoc reporting of the number and type of link partners acquired.

In addition, you will from time to time be called upon to:

- Liase with Creative SEO's to coordinate the creation and syndication of written, graphical and functional content to partner sites.
- Manage the submission and syndication of client's sites and content to web directories, article directories, newswires and other listing sites.
- Maintain social media and forum accounts with individual personas and a history of genuine activity for use in viral link building campaigns.

- Contribute to client meetings and pitches for new business.

Essential Skills & Experience

- A basic understanding of social media, SEO and how search engines work.
- Creative, lateral thinking and the ability to spot and negotiate deals.
- Personable, charismatic and convincing on the phone.
- Fantastic attention to detail and demonstrable organisational and timekeeping skills.
- Comfortable with Microsoft Word and Excel.

Desirable Skills & Experience

- Link building experience in a search agency or in-house for a company in one or more competitive industries.
- A successful telesales background would be beneficial.
- One or more topical interests relevant to the Greenlight client base. Of particular use are an understanding and interest in finance, fashion or travel.
- Second language, ideally European.
- Competence with graphics packages such as Photoshop or Illustrator.