

SEO Consultant

Job & Person Specification



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>.

To apply for this role please email your CV and covering letter, stating your salary expectations, to the head of SEO at:

adam.bunn@greenlightsearch.com

PLEASE NOTE, APPLICANTS SUBMITTED BY RECRUITMENT AGENCIES WILL BE IGNORED



Job Specification

Job Title: SEO Consultant
Salary: Negotiable depending on skills and experience
Location: London - City
Start Date: May 2010
Hours: 37.5 per week (full time)

Roles & Responsibilities

The role reports to a Senior SEO Consultant and consists of providing first class SEO consultancy, both in a written and face to face form, to a range of prestigious clients. You will be responsible for the full range of SEO consultancy activities including:

- Running a results oriented, revenue driven SEO campaign with an eye firmly on strategy and the wider business considerations.
- Performing extensive keyword, competitor and market analyses for clients and prospective clients.
- Producing detailed SEO audits and SWOT analyses of websites to assist the sales team in the preparation of pitches for new business.
- Results reporting and data analysis for client reports and internal use in campaign planning and pitches for new business.
- Researching and preparing comprehensive written SEO recommendations for clients, on topics ranging from broad SEO strategy to technical website implementation.
- Identifying and correcting technical errors in the way a site is built that prevent search engines accessing the site effectively.
- Writing and optimising website content.
- Contributing to client meetings as required.
- Analysing and proposing solutions to client SEO issues as and when they crop up.
- Keeping abreast of new developments in SEO actively researching, testing and proposing new approaches to improving search engine rankings.
- Identifying link building opportunities for client websites.



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.

Essential Skills

- ✓ Excellent Excel skills.
- ✓ A high standard of written and spoken English.
- ✓ A sound understanding of how search engines work and SEO strategies and techniques.
- ✓ Must be eligible to work in the UK and be available to start a full time position in March.
- ✓ A confident and clear communicator, both in person and on the phone.
- ✓ Experience of delivering SEO campaigns for large and complex websites.

Desirable Skills

- ✓ Second language.
- ✓ Ability to code websites using HTML and CSS, and preferably one or more of JavaScript, PHP or ASP.
- ✓ Knowledge and understanding in related fields including web analytics, PPC and social media.
- ✓ Educated to degree level; preferably in a business, marketing or computing related subject.
- ✓ Experience in an agency setting.
- ✓ Experience in enterprise level SEO.

