



Brave digital. Expertly done.

SEO Manager

Job Description

SEO



The home of **GREENLIGHT**

From flexi-time, on-site physiotherapy, 25 days' holiday entitlement, private medical insurance to ongoing training programmes and much more, we do our best to ensure everyone is able to work in a supportive, fun and engaging workspace that encourages growth and development.

WHAT
WE DO



Job specification

Title: SEO Manager

Job purpose

The role of SEO Manager is to help deliver the on-site and off-site SEO programme for Dixons Carphone Group. This role has a significant impact on the overall online business and is responsible for delivery of 50%+ of web traffic.

Working closely with the Senior Search Manager and agency to implement changes to maximize overall search traffic, conversion and return on investment whilst, adhering to best practice optimisation techniques.

This role is based primarily at Dixons-Carphone offices in North Acton. The successful candidate will spend 4-5 days per week at Dixons-Carphone, working with a variety of internal teams and stakeholders to directly manage the SEO agenda for the business and the implementation of SEO recommendations.

Role & responsibility

- The SEO Manager will co-ordinate and manage the SEO agency whilst maintaining strong relations with internal teams, delivering industry leading insights, analysis and outreach campaigns
- In-depth and regular audits of sites and competitor performance analysis using tools such as Omniture, Google Analytics, Screaming Frog, Ahrefs, Majestic SEO and third-party rank checking tools
- Support commercial, marketing, eCommerce and other key teams with ad hoc SEO requests; attend all relevant meetings and planning sessions
- Tracking, reporting and analysing SEO performance campaign data from SEO campaigns and strategies
- Manage and take responsibility for the delivery of SEO campaigns with the SEO agency

- Provide competitive analysis of top-ranking competitor sites and provide actionable insight
- On an ongoing basis provide comprehensive keyword analysis, research and monitoring
- Ensuring that SEO best practices are properly implemented on current and new developed webpages
- Stay current with all search engine algorithm changes and SEO industry trends and regularly inform and educate on emerging SEO technologies, opportunities and best practices
- Provide SEO training and evangelise SEO best practices within the organisation

Qualification & skills requirements

Experience:

- Proven track record in a specific search focused role with strong understanding of keyword dynamics, link building, search best practices and effective strategies
- Excellent understanding of online marketing and eCommerce environment
- Specialist knowledge of search engine crawling, indexing and ranking algorithms
- Experience in using web analytics software including Adobe Analytics, Google Analytics and SEO intelligence tools

Skills:

- Ability to thrive in a fast-paced environment and to work independently and within a team.
- Excellent prioritisation skills, able to work to deadlines and under pressure without compromising on quality
- Excellent team player – able to work with and support other team members
- Good team manager of both internal and agency teams
- Excellent communication and interpersonal skills; good negotiation skills
- Ability to communicate technical information clearly and effectively to non-technical audiences
- Advanced working knowledge of Microsoft Office applications
- Excellent written and oral communication skills

What you'll get

Our employees make us who we are, so to make sure we attract and retain the best and brightest brains in the industry, we offer an attractive benefits package. As well as all the usual perks you would expect from a leading agency (stylish office, tick! Pool table, tick! Friday beers, tick! daily breakfast and fruit, tick!), here are a few more benefits we think you might also like:

- **Agency bonus:** Rewarding you for over-delivering on revenue and contributing to new business
- **Flexi time:** Do your daily hours any time between 8h00-18h30
- **Above-stutory employer's pension contribution:** It matters, so we make sure it's done properly (4% contribution)
- **Private medical insurance:** To keep you fighting fit and give you and your family peace of mind
- **Life assurance and income protection:** We know it feels good to be covered, just in case
- **On-site physio:** Fortnightly visits from a highly skilled and qualified physiotherapist
- **Yoga classes:** Weekly hour-long sessions for the yogis among us
- **Mindfulness sessions:** To teach you stress-busting, headspace-increasing techniques



Manifesto

We're a company of committed and curious people.

A group of diverse and expert minds, who understand that brands need to delight and reward if they're going to earn the right to talk with people.

So, we refuse to get by on 'best practice'. We don't see the point in phrases like 'user needs'.

Instead, we get to what people actually want.

We work with people who also trust their instincts and are just as bold with their vision as we are. People who know that to get noticed, you have to be different.

For us, it's all about marrying data with creativity, backed by bulletproof technology. A blend of hard logic with the kind of ideas that hit you with crystal clarity in the middle of the night.

Not head *or* heart. Both.

Our values



If it doesn't feel right, we speak out.

We act on our curiosity,
and question things



The devil's in it.

So, we keep our eyes on it.

Brands we've worked with

The electronics specialist
maplin

ebay

 HarperCollins.

ghd
good hair day, every day

Bright House


new balance

 Electrolux

LAURA
ASHLEY

THE
BRITISH
HOME
STORE

 HURTIGRUTEN

BURTON
MENSWEAR
LONDON

MASTER of MALT
keeping you in fine spirits since 1985


HISCOX

Rapha.

SIEMENS

Currys 

湿度乾燥(しなさい)
Superdry.


MILLENNIUM
HOTEL



Carphone Warehouse

VICTORIA BECKHAM

FOOTASYMIUM 

LIBERTY
LONDON

mbna

BBC

FURNITURE
Village

 **wex**
photographic


EURONICS


Legal &
General


32Red

Our story

Greenlight has lived and breathed digital since 2001, when we started as three people in an old North London print shop. Today, we're a full-service digital and commerce agency made up of 170 people, with a reputation for producing integrated, transformational strategies across the entire digital space.

We're still run by the very same people who set us up, and we're proud to be independent. It means we can move more quickly, boldly and effectively.

Our approach is data-led, and 100% audience focused, which allows us to solve problems in the most impactful and measurably effective way for our clients. Of course, all this would mean nothing without our incredible staff. Our teams are made up of some of the most skilled, passionate, and inquisitive minds in the industry. People who really care about making a difference, and who our clients genuinely enjoy working with.

It's this focus and passion that's seen us deliver innovative work for brands such as ghd, Dixons Carphone, Superdry, Furniture Village, and eBay in over 30 countries.

We're the people that grow our clients' business, by putting their customers first.

And with over 140 nominations and awards under our belts, we think we must be doing something right.