



SEO/ PPC Specialist

Job Spec

Job Title: SEO / PPC Specialist

Salary: £24,000 – £28,000 (depending upon experience)

Start Date: ASAP

Contract: Permanent / Full Time

Hours: 40 Hours per Week (Mon-Fri)

Location: Greater Manchester

We are currently looking for a passionate and skilled SEO Specialist to join our Digital Marketing Agency. We take care to help business actually achieve through Digital by delivering creative websites, video production and Digital Marketing Services all from our purpose-built warehouse offices in Greater Manchester which include our innovative Digital Theatre - Content Creative Centre.

Applicants must have a can-do attitude, minimum of 5 year's SEO technical and account management experience with a desire to become a vital member of our growing client services team and provide both skill and effective solutions across our varied and exciting client base projects. Ability to work within a team and on your own is important. Some Content Management skills essential, PPC skills useful but not essential.

The role will involve:

- **Define requirements, tasks and resources associated with SEO Strategy.**
- **Helping plan client creative UX content.**
- **Setup, Manage and Implement SEO Strategy.**
- **Working with Video Production, Social Media and Web team to ensure content is in line with Organic Strategy.**
- **Working with varying Digital Theatre projects.**
- **Communication, collaboration, and management of project development with Digital Team.**
- **Passion & Innovation in Creative Evidence Based Internet Marketing Developments.**
- **Ability to help make change and challenge in order to be the best.**

The successful candidate will be able to demonstrate the following:

- **Able to demonstrate fundamental knowledge of and interest in the Digital Marketing Landscape.**
- **Self-Starter with positive can-do attitude**
- **Attention to detail, caring and considerate who genuinely wants to help**
- **Prepared to go that extra mile to ensure client progression**
- **Adaptable, creative and insightful.**



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- Have experience using third party tools such as SEMRush, GSC, GA, Search Metrics, AWR, Screaming Frog, Tag Manager etc.
- Some experience working with WordPress and CMS.
- HTML, CSS and PHP skills (preferred but not essential)
- Perform technical audit of client SEO and Website, clearly defining status, gaps and improvements.
- Perform keyword research to client business objectives to both optimize existing content and provide new opportunities.
- Provide recommendations linking content to keyword to strategy.
- Implement a complete account setup with Google Analytics, Google Search Console, Tag Manager, SEMRush/Moz (or similar), Google Adwords, Screaming Frog etc.
- Perform Competitor Research to understand gaps in links, content and rankings.
- Provide evidence in both understanding content creation and development aligned to client's business goals.
- Develop and implement quality link building campaigns.
- Help coordinate SEO PR/Outsourcing activities from the strategic plan.
- Develop keyword visibility through evidence-based systems.
- Collaboration with digital teams, Social, Paid Ads and Website.
- PPC Experience in Audit, Setup, Optimise and Manage (preferred but not essential)
- Ability to monitor and manage multiple varied project campaigns and demonstrate progress.
- Show passion for continual development.
- Ability to communicate creative ideas

Why work for Your Online Mechanic?

- **Flexible working hours**
- **Amazing Creative Workspace**
- **Happy and Positive Environment**
- **Your Birthday Off!**
- **Encouraged Work-Life Balance**
- **Free from restrictive agency mentality**
- **Advance & learn new skills**
- **Table Tennis, Foosball, Pool Table**
- **Free Car Parking**
- **Close to Motorway, Bus and Train.**
- **20 days holiday increases with service plus extra 7 bonus days at xmas! (in addition to Bank Holidays)**
- **Career Progression**
- **Training Opportunities**
- **Target Growth Company Bonus.**