

## Job Role: Senior SEO Specialist

This is an exciting opportunity for a Senior SEO Specialist to join our growing team at KH Digital. We are seeking a self-driven, enthusiastic individual who has a passion for SEO & delivering results. This position would suit an ambitious and hard-working individual with an analytical mind-set with previous experience within an agency environment, or somebody who is experienced in SEO within their current marketing role.

As our Senior SEO Specialist, you will be a key player in our digital marketing team, supporting & leading all aspects of SEO and content strategy creation. You will need to be confident working directly with clients, have strong technical SEO knowledge and be able to provide and implement creative content strategies.

### You will be able to:

- Build strong working relationships with clients to devise SEO and content strategies that bring tangible and consistent results, aligned with clients' KPIs.
- Execute streamlined processes for the SEO department.
- Engage directly with clients to provide expert insights and opinions, both during calls and through email correspondence.
- Write initial proposals that meet client goals.
- Create in-depth 6 – 12-month strategic SEO roadmaps that meet client goals.
- Outline and assign tasks on a monthly basis to progress towards our clients' strategic objectives.
- Produce detailed content briefs for the content team.
- Collaborate closely with the broader marketing team, including SEO, Content, Google Ads, Email, and Digital Analytics, to provide optimal value through our services, while also mentoring and supporting junior team members. Additionally, you will report to the Digital & Communications Manager on client deliverables.
- Coordinate with the development team to ensure the proper implementation of SEO best practices on newly developed websites.
- Contribute to the ongoing enhancement of the agency's SEO service offering, staying abreast of competitor offerings and ensuring continual adaptation and improvement to remain relevant in the market.
- Execute technical SEO tasks, such as assisting with site migrations, identifying and diagnosing issues, evaluating the impact of algorithmic changes, and providing guidance on mobile-first design, local SEO, site speed, XML sitemaps, and robots.txt files.
- Propose and carry out adjustments to website architecture, content, linking structure, and other elements to enhance search ranking positions for targeted keywords.

**Our ideal candidate will be:**

- An excellent communicator.
- Proficient in translating performance reports and data into actionable and priority tasks to hit client goals.
- Highly experienced with SEO and SEO best practice.
- Capable with both On-Page and technical SEO.
- Comfortable designing and implementing an SEO strategy.
- Experienced with at least 2 years working in a digital marketing agency.
- Able to handle multiple clients and accounts.
- Confident in the analysis and reporting of SEO data, using tools including Google Analytics, Google Tag Manager, Looker Studio and Hotjar.
- Experienced in the use of SEO management tools, such as SE Ranking/SEMRush, Sitebulb, Screaming Frog, etc.
- Experienced working with WordPress from an SEO perspective.
- Confident in domain migration projects: creating and keeping an up-to-date site live checklist and working with the development team to ensure we build the best SEO sites during build.
- Up to date with Google Algorithm changes and be able to present this internally and externally to clients.

**Other desirable experience include:**

- Proven experience in delivering SEO results for customers, with demonstrable ROI from past projects.
- Schema.org creation and implementation.

**Personal qualities:**

- Effective time management
- Communication skills both verbal and written internally and client facing
- Accuracy and attention to detail
- Organised with a proactive nature
- Ambition and determination to learn new skills

**Job Type:** Full-time

**Schedule:**

- Monday to Friday
- 08:30-16:30
- 37.5 hrs per week

This is an office-based role in Norwich NR3 1BQ, although this may change to an out of city location in the future.

**Salary: £28,000**