# Job Description
## SEO Manager

**Reporting to:** Business Director                    **Team:** McCann Bristol

**Competency level:** Core

Looking for a new career-shaping role within an ambitious and industry-defining agency?

A unique opportunity has arisen to work in the Bristol offices of the world's largest advertising and communications network – McCann Worldgroup. Following a great year of exciting new business wins and stellar client growth, McCann Bristol are looking to appoint a new SEO Manager to help support our SEO business.

We are looking for an enthusiastic and experienced candidate, passionate about all things SEO and excited to work in a growing team of digital and media experts. If you think this might be you – then read on for the full details of this incredible opportunity!

## Role overview

The SEO Manager role is responsible for coordinating and implementing SEO and SMO strategies for our clients.  You will need to define requirements, tasks and resources connected to SEO strategy and manage the implementation of strategy for your clients.  You will also support holistic SEO strategies that include technical optimisation, content development and outreach while incorporating wider media opportunities. As an SEO Manager, you will be expected to identify opportunities for business growth within your clients and recommend ways to deliver this.

You will need to keep clients' accounts running smoothly by utilising and managing company resources - pre-empting client requirements to deliver successful jobs and projects for clients, maintain a profitable service and 'go the extra mile' in representing McCann Bristol.

### Key responsibilities include:

- Define and deliver SEO and SMO strategies for key clients
- Deliver core SEO tasks including technical audits, developing meta data, keyword research, supporting domain queries and information architecture insights for website builds

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- Key contact point for digital and media SEM support
- Contribute to an SEM discipline annual roadmap with key milestones and KPIs
- Develop SEM client account plans to support smooth running of accounts and identify opportunities
- Set budgets together with performance managers and ensure delivery of ROI
- Analyse and report on website performance for defined brands
- Ensure tracking is implemented consistently across the board
- Collaborate with digital and performance marketing teams to optimise the online customer journey
- Introduce new tools and tactics to support achieving defined KPIs
- Manage client relationships effectively

Essential Requirements:

- Minimum 3 years' experience in SEO and SEM marketing
- Demonstrable experience of strategic and hands-on SEO experience, covering content, on-site, outreach and tactical SEO strategies
- Understanding of UX, Information Architecture and CRO management
- Strong technical SEO experience (meta tags, sitemaps, redirects, geo-targeting, domains management, hosting / DNS configuration, schema.org, hreflang tags, etc.)
- Analysing existing link profiles & recommending ongoing SEO, content and outreach strategies for a wide range of clients
- Ensuring SEO best practice is adhered to when working with the digital team and media teams to produce integrated strategies
- Strong SEO content skills (copywriting, understanding the value of content for SEO, KW density, etc.)
- Tactical SEO experience (micro-sites, long-tail optimisation, etc.)
- Strong knowledge of latest SEO techniques and access to community to keep up to date
- Experience working with Google Analytics, GTM, ahrefs, SEMRush, Screaming Frog and other SEO tools

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- Good understanding and familiarity across all digital channels
- Experience in managing multiple projects with many stakeholders
- Great time management and organisational skills
- Self-motivated to learn new skills and stay up to date with the industry

Desirable Skills:

- Understanding of CMSs and front-end technologies (HTML, CSS, JavaScript) and how these can be utilised to maximise SEO potential
- Experience in content creation and management
- Experience in managing Google AdWords campaigns