

Job description

Role: SEO Executive/Manager

Salary: £25k - 35k DOE

Location: UK Based - Fully Remote

Start Date: ASAP

Crio Digital are hiring for an SEO Executive or SEO Manager to join our small creative team on a permanent basis due to business growth.

About Crio

Crio is a Creative Digital Agency that specialise in providing a number of solutions to our clients including web, digital, UX and graphic design, web development, PPC and (this is where you come in) SEO. We're far more than just that though... More on why you should work for us further down.

The Job

You'll oversee all things SEO for various retained clients as well as managing Crio's SEO. Working closely with our clients and our creative team, you'll use multiple search techniques to drive organic traffic to the respective websites.

The role will involve strategically analysing data and reporting on things such as site speed, website sitemaps, robots.txt files and optimisation methods across multiple SEO campaigns. You may also be required to support the internal team with optimisation for our own PPC campaigns.

Joining Crio now presents a huge opportunity for career progression. We have big plans to grow the business and our team is fundamental to this. Our plan is to build out and scale our teams, promoting from within and offering clear and definitive objectives to help you achieve your goals. Whether you want to lead a team, become an expert in your field, or try something new, we'll work with you closely to help you excel within the career path you wish to take.

Location

You must be UK based, but other than that you can work from wherever you want... We all work fully remotely, and the existing team get together at our Basingstoke office space or the pub (mostly the pub if we're honest) once or twice a month, so if you're close enough for that, great! If not, no worries – technology has us covered!

About You

You'll ideally have 1 year of experience behind you within an SEO focused position if you're at executive level, or around 3 years' experience if you're at manager level. Even better if you've spent time working within an agency or working across multiple clients, but not essential. Below are some of the key skills we'd expect the jobholder to have in their locker:

Ideal Requirements

- Highly skilled with SEMrush
- Basic HTML knowledge
- Experience using WordPress
- Thorough knowledge of Google Analytics and Search Console

- Keyword research, competitor analysis and keyword gap analysis experience
- Expertise of on-page, off-page and technical optimisation including link building
- Experience in providing strategic nationwide and localised SEO campaigns
- Confident in reporting all findings to the directors
- Must have excellent written and verbal communication skills

Bonus Points

- Social media advertising knowledge/experience
- Google Ads knowledge/experience
- Experience of Google My Business and Google Tag Manager
- Knowledge and understanding of UX best practices for SEO
- Proficient in landing page creation
- Previous experience and success with email/PR outreach campaigns
- Confident in reporting and presenting all findings to client stakeholders

What you'll get from us...

- Salary of £25k - £35k dependant on experience and what you can bring to the table
- 25 days annual leave, rising by 1 day for each year of service up to a maximum of 30 days
- Fully remote working (with occasional meet ups for meetings/socials if you can)
- Top of the range laptop and any other equipment required to set you up for remote working
- Paid training and constant ongoing personal development
- A serious and realistic opportunity to grow into senior/leadership positions as the business grows
- A supportive and collaborative environment where you can have a real say in key decisions and shape your own career and the direction and future of the business
- Auto-enrolment to our chosen pension provider, Smart Pension includes free access to Smart Rewards providing you with over 1,200 benefits for discounts at major retailers, attractions, travel providers and more
- Further benefits to come as we grow and you will have the opportunity to have a say on what benefits you receive

Why work for Crio?

We offer awesome creative solutions to our clients, but we do things a little differently here. You can only get so far by playing it safe. We encourage everyone we work with (clients and colleagues) to be ballsy, try new things, do the things they wouldn't normally dare to do, and ultimately produce work that'll set you apart from the rest.

We don't just say this, we will afford you the time, autonomy, training and resources to be creative and let your personality shine through so you can produce work you and our clients are proud of. If there's something you want to learn, an idea you want to try, something you want to discuss, come at us!

People are at the heart of everything we do so we listen to our team and treat them with respect. We involve the team in all key decisions and even get their thoughts on the smaller things. It's important to us that we create an environment where people are happy, feel like they matter and know that they can really make a difference and enhance their career with us.

This is a fantastic opportunity to come in at a time where you can have a serious influence on business decisions and really take your career to the next level as the business grows. You can expect your career to flourish as the

business develops as there will be opportunities to take on more responsibility, lead teams and work closely with the directors to help shape the business' future.