



SENIOR SEO CONSULTANT

(UK)

JOB DESCRIPTION

Title: Senior SEO Consultant

Salary: £35,000 - £45,000 pa

Location: London, UK with occasional international travel

The role

As Senior SEO Consultant you will be responsible for the performance of our digital marketing campaigns through a team of 6 SEO Executives and Consultants. Your primary purpose is leadership in best-in-class technical, strategic, content marketing, social and SEO strategy.

Builtvisible has maintained an ethical standpoint with SEO, focusing on revenue generated from organic, direct and social campaigns.

As Senior SEO Consultant, you will be a strong communicator and leader to Junior SEO positions within the company. You will prioritise customer satisfaction through the delivery and communication of results in search marketing. Your entrepreneurial spirit and creative flair will compel you to innovate and create bespoke marketing solutions delivering real ROI and ultimately long-term client retention.

RESPONSIBLE TO: Agency Director

RESPONSIBLE FOR:

1. Deliver technical, social, link building, content development or bespoke consulting projects to agreed scope and within deadline.
2. Devise and manage on-going link building / SEO and content development campaigns using Builtvisible content marketing methodologies.
3. Deal with daily or ad-hoc requests from clients for information about their campaigns and ensure reporting demonstrates our consultative approach to our client's performance.
4. Build and maintain an understanding of the client's business and priorities.
5. Maintain frequent contact with clients and be transparent about your activities and project plan progress.
6. Work alongside Builtvisible's front-end development and creative teams to devise unique content marketing campaigns for your clients.
7. Keep up-to-date with the latest developments in search engine optimisation.
8. Contribute regularly to the Builtvisible blog and speak at conferences when requested.
9. Spread our reach inside the client's business by gaining and maintaining contact with senior management, PR, email and content teams.