

Organic Search Consultant

Glass Digital is a dynamic digital marketing agency looking for someone with technical flair and SEO knowhow to join their growing team as an Organic Search Consultant.

The Role

As an Organic Search Consultant, you will be responsible for implementing and guiding campaign strategy with a specific focus on technical development and targeting. This will often involve collaborating with our dedicated outreach, content, and PPC teams, as well as interacting with client development teams.

You will work with a diverse range of clients, evaluating their unique needs in order to deliver a bespoke search strategy. Using our project management system, you'll keep clients up to date and informed throughout their campaign.

Responsibilities

- Performing in-depth technical analysis
- Prioritising technical projects
- Consulting on technical projects with clients
- Providing regular client insight
- Assisting in the creation of search campaign strategies
- Creation and development of performance reporting
- Collaborating with colleagues on outreach and content projects
- Keeping up to date with all search-related developments

Key Skills and Experience

Essential

- Advanced knowledge of SEO best practice, specifically technical SEO guidelines
- Excellent communication skills
- Good presentation skills
- Intermediate knowledge of Excel
- High-level understanding of common SEO tools
- Self learner

Desirable

- Understanding of HTML, CSS and JS
- Understanding of Regular Expressions
- Knowledge of common ecommerce and CMS systems
- Google Analytics Certification

Company Benefits

- Flexible working hours
- Perks including free fruit
- Numerous social activities