

Person Specific –
Account Manager (Search Engine Optimisation and social media marketing)

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| **Essential** | **Desirable** | **Advantageous** |
| **Technical skills and experience**1. At least 2 years relevant experience in SEO and/or social media marketing, working in an agency environment. This must include:
	1. writing text for marketing, PR or websites
	2. using CMS, WordPress and other website tools
	3. project planning and implementation
	4. project and account management
	5. experience of working with both B2C and B2B clients
2. A strong interest and understanding of SEO, social digital technology and news. Including:
	1. current knowledge of technical SEO,
	2. recent algorithm changes,
	3. recent social media developments,
	4. impact of mobile (design, apps, mobile SEO etc).
3. Auditing and practical use of web, SEO, social and Analytic tools
	1. prepare and present website audits, (to include usability, Analytics, SEO, social and ecommerce sites)
	2. prepare and present monthly and quarterly reports
4. Project planning
	1. keyphrase research and preparing strategic SEO plans
	2. production of content and blogging plans
	3. auditing, research and developing link building plans
	4. social media plans
5. Project implementation and management
	1. Technical and on-page SEO
	2. Off page SEO and outreach
	3. Social media (for branding, engagement, community building and direct response)
	4. Reporting and recommendations
6. Account management skills including:
	1. working and responding to clients’ requirements,
	2. ongoing communication (verbal and written),
	3. reviews and presentations.
7. Understanding commercial aspects of running a project e.g. day rates and time sheets
8. Ability to assist in the Business development process; including preparation of proposals and involvement in pitching

**Personal and other skills**1. Must have at least 3 A’ levels, (ideally to include English and/or marketing/media)
2. Must have good attention to detail
3. Time management and work prioritisation skills
4. Knowledge and experience of Microsoft Word, Excel and PowerPoint
5. A flexible attitude with proven experience of working in a small team
6. Good written and verbal communication skills
 | **Technical skills and experience*** Google Analytics accreditation
* HTML and Photoshop skills
* Experience of other digital marketing techniques such as email, affiliate marketing, ecommerce, mobile etc.
* Paid social advertising in Facebook and LinkedIn
* Active personal online profile, which could include own blog, active Facebook, Twitter and Google Plus accounts (practice what you preach)

**Personal and other skills*** A relevant qualification above A level - in English, journalism, marketing or business
* Experience of managing or supervising other Executives
* Experience of sales and customer pitching
* Full UK driving licence
 | * Knowledge of additional PPC platforms and other paid advertising techniques such as display and shopping platforms
* Google AdWords accreditation
* Web design or development experience
* Experience working in a commercial or in-house digital marketing position
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