

# JOB DESCRIPTION

**JOB TITLE:** Account Manager (SEO and social media)

**MANAGED BY:** Head of SEO and social media

**RESPONSIBLE FOR:** Marketing Executives (SEO and social media)

## Purpose of the Job

Responsible for liaising with clients to ascertain their digital marketing requirements, particularly in regard to their website content, search engine optimisation and social marketing strategy.

This will include the assessment of current websites and digital marketing activities with a view of planning and implementing new SEO and social marketing campaigns.

## Key Job Outcomes

1. Preparation of digital marketing and web development proposals, including a pre-project audit of clients’ sites, keyphrase research, SEO and social media research in order to prepare proposals which include customer specific information and costings.
2. Website auditing, including benchmarking customers websites against competitors for design, content, functionality and usability, providing best practice examples of sites, recognising further business development opportunities and making recommendations.
3. SEO auditing including benchmarking customers websites against competitors for SEO indicators and visibility, technical barriers and problems with the site, content and keyphrase issues within the main pages, titles and tags, development of new content, link building, integration with PPC and other digital marketing advertising, provide recommendations.
4. Social media auditing including benchmarking customers current social media activity and results against competitors across all relevant social networks – looking at brand visibility, levels of interaction, consistency of brand message and return on investment.
5. SEO or website content creation including creation of optimisation (or content) page plans, research, creation of content, text, titles and tags, uploading of text onto site using content management system and proof reading.
6. Technical SEO audits to identify areas for improvement on site using a variety of tools. Liaising directing with in-house and third party web developers to implement recommended technical modifications.
7. Formulation of link building strategies based on individual websites’ immediate and long term needs and requirements, competitor link profile insight and market research. Implementation of link building strategy to increase quality of inbound links via range of techniques informed by ongoing research.
8. Social media planning and implementation to increase clients’ social media ROI on relevant and highly targeted social networks – Facebook, Twitter, Google+, Pinterest, Tumblr, Storify etc…
9. Web content projects, including practical understanding of the functionality of WordPress, Magento, Prestashop and our Reflex CMS system. Ability to upload text and use the CMS system, providing day today support to clients during the web development process and providing client training on CMS system.
10. Keeping up to date with industry information, innovations and accreditations. To provide technical expertise and advice to other members of the team (and clients).
11. Supervision, training and allocation of daily tasks for marketing executives. Ensuring quality of their work and any external communication with clients.
12. Consultancy and training of client team, including preparation and delivery of workshops, strategic plans and practical hands-on training.
13. Use of other digital marketing techniques (either recommended by yourself or required by clients), e.g. email, affiliate, and ecommerce marketing.
14. Maintenance of internal reporting, time sheets, work in progress, checking of client invoices and/or ensuring they have been sent to clients by finance team.
15. Assisting the senior management team in business development and marketing activities. This may include:
    1. Development of presentations, proposals and involvement in pitching for SEO, website and social media projects
    2. Marketing of company profile, including content, SEO and social media for company websites
    3. Assist with the business development and cross-selling (e.g. development of PPC and web development business)
    4. Personal and company’s accreditations, (all account managers are expected to pass and maintain their Google Analytics accreditation)
    5. Attending marketing, exhibitions and networking events.
16. To perform any duties required by their manager deemed essential to the job.

This job description sets out the key outcomes required. It does not specify in detail the activities required to achieve these outcomes

## General Accountabilities

* So far as is reasonably practicable, the post holder must ensure that safe working practices are adopted by themselves and other employees in the their work areas to maintain a safe working environment for employees and clients. These are defined in the staff handbook.
* Work in compliance with the code of conduct of Anicca Digital Ltd and its commitment to equal opportunities.
* Ensure that output and quality of work is of a high standard and complies with current legislation / standards.