

JOB DESCRIPTION: SEO Executive

JOB TYPE: Full Time

Details: 9am – 6pm Monday – Friday, at the eight&four UK office

About eight&four

Established in 2008, eight&four is a digital marketing agency based in Clapham, South London which helps businesses across the UK, large and small, plan and build an effective online presence. We provide the full range of digital marketing services – including website design, mobile development, search engine marketing, email marketing and social media management services. We are looking to expand our team to support our growth objectives in 2012 and beyond.

Overview description of the role

We're looking for a search engine crazy individual to lead the SEO/SMO strategy for our wide range of clients here at our small but quickly growing South London agency. You will be supported by a Junior Search Executive, who you will need to manage effectively, and delegate research and link-building tasks to.

As our search executive you will be required to do the following:

- Work closely with our clients to understand their business objectives and goals, and in doing so, create clear search engine marketing goals and implement strategic plans to achieve them
- Create integrated search marketing plans and work closely with other specialists within the company to ensure best practice is being rolled out across the board e.g. Social Media, Website development
- Provide full reporting and analytics on search campaigns and use the analytical findings to make key business decisions and further optimise future strategies
- Recommend onsite tactics necessary to achieve the targets, and brief these to our web development team – egs. Optimised landing pages, conversion tracking, split testing Stay on top of current search engine news, trends, SEO practices and tools, and emerging items of interest – e.g. Mobile SEO, and communicate your findings to the team

Your Experience

- Search engine marketing experience; setting up, running, monitoring, and reporting on SEO campaigns for clients, ideally at another digital agency
- Proficient in the use of Google Analytics and other web analytics tools
- PPC experience would be a bonus - but not necessary
- Years of experience isn't critical – enormous enthusiasm and ambition to take on this role of great responsibility is!

Skills you need

Organisation - *the ideal candidate will have the organisational skills of a superhero and can demonstrate experience in juggling both tactical and strategic projects, and meeting often tight deadlines. You must be able to multi-task and prioritise effectively!*

Marketing ability - *the successful candidate will understand the core principles of digital marketing, and be enthusiastic about implementing strategic campaigns for our clients in the digital arena*

Analytical ability – *you will understand the importance of closely tracking search engine marketing results, and will be fanatical about tracking campaigns, proving campaign success, and confidently presenting your findings and achievements to clients*

Communication - *you must be a confident oral and written communicator who enjoys building great client relationships and dealing effectively and efficiently with the rest of the eight&four team*

Passion – *just in case we haven't said it enough already.... you need to Really. Love. The. Internet.*

RENUMERATION

We are offering a competitive salary, plus a quarterly bonus scheme.

We're a young digital agency with bundles of ideas, enthusiasm, drive and ambition. The position is ideal for someone who wants to work in a fast moving, creative and challenging environment. We need someone who can think on their feet, and would love the challenge of an exponential learning curve within a fast growing agency. Apply for this position if the idea of 9-5 sends a shiver down your spine but the idea of getting your hands dirty, whilst having a hand in driving a young business forward excites you!