

LAITHWAITES

Role Profile	
Position Title	SEO Manager
Reports To	Performance Marketing & Web Optimisation Manager
Overall Job Purpose	Overall responsibility for SEO / Organic channel performance and optimisation across all 3 brands (Laithwaites, Sunday Times Wine Club and Averys) and relevant business partner sites. We are looking for an analytical and perceptive professional who is a skilled communicator and able to collaborate with various teams. Current knowledge of SEO practices and techniques is essential to this role.
Key Responsibilities	<ul style="list-style-type: none"> • Planning, implementing and managing the UK SEO strategy • Provide regular reporting via appropriate dashboard(s) on areas such as, but not limited to, position tracking; competitor performance comparisons; keyword performance; Vertical-wide organic search trends; and performance updates. • Pro-actively identifying SEO opportunities and solutions to help support weekly business trading requirements • Working with the Website Trading Manager to support and implement SEO-related optimisations • Support PPC, Paid Social and Display channels to advise opportunities, trends and gaps • Regular technical maintenance including, but not limited to, backlink audits, page expirations and redirects, etc • Help lead and shape our Content strategy, including advising on/supporting our Blog content, using a research/analytical-based approach • Key point of contact for all business projects connected to Search to provide best practice guidance, recommendations, initial build requirements/support and ongoing learnings, analysis and reporting – liaising with-IT, Front-End Teams and business project owners as required • Keeping abreast with industry best practices, tools and changes within the SEO space – and communicating internally as required • Manage any associated supplier relationships as requested.
Skills Qualifications and Experiences:	<ul style="list-style-type: none"> • Educated to degree level or equivalent depending on online marketing experience • Previous and relevant experience within a SEO / SEM focused role managing on and off-site optimisations and keyword research • Web analytics and reporting experience is a must • Previous use of SEMrush is desirable. • Proven experience in managing and planning Content • Excellent communication and relationship-building skills, able to work collaboratively with colleagues across all levels and departments.

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Personal Qualities and Skills	<ul style="list-style-type: none">• Excellent organisational skills• Strong analytical skills• Ability to understand technical aspects of SEO and communicate to both technical and non-technical background colleagues alike.• Results oriented, pro-active and self-motivated work style.• Ability to effectively manage multiple projects and changing priorities in a fast-paced environment.• Accuracy and attention to detail critical.• Excellent communication (verbal and written) and influencing skills.• A proven team player.
Reviewed	August 2022
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