

SEO Manager Role - POLARIS

The agency

POLARIS is an SEO agency based in London. We specialize in targeted traffic that converts into customers. Our team comprises of passionate, motivated digital marketers that all work together to achieve results for our clients. With experience in working for both Brands and SMEs alike, we are able to provide a service that clients can clearly evaluate and depend upon for their business growth.

The role

The SEO Manager is responsible for the deep analysis of client accounts to determine and build KPI focused SEO strategies for client and agency success. You will be someone that's had hands on experience in carrying out audits, delivering recommendations, and putting together roadmaps that are based on excellent first hand working knowledge on SEO and a passion for digital that's second to none.

You will be a natural peoples person, able to communicate easily with co-workers and clients alike. You will have an energy that will resonate with other like minded individuals that want to invest in progressing their career with a common goal of building the agency and taking it to its next goal.

Key skills

- Minimum 6 years experience in a hands-on SEO Client facing role
- Advanced SEO manager with solid understanding of site migrations, ecommerce and B2B strategies, and international seo
- Ability to handle multiple accounts and project manage a portfolio of projects
- Excellent hands on experience of Google Tools and Tracking including GA, GTM, GSC
- Experience in SEO gap analysis and strategy building against KPIs
- Experience of using SEO tools including Moz, Majestic, Ahrefs, Screaming Frog
- Advanced user of Microsoft Excel, with excellent numerical skills

Responsibilities

- Managing SEO accounts within the team, driving their performance forward on a monthly and quarterly basis
- Account managing clients by being the direct point of contact on account
- Working with other team members to audit and identify SEO opportunities to plan and work on
- Research, plan and strategise campaigns for clients using kw research tools and search landscape tools
- Overseeing and being responsible for defining SEO Strategy for all SEO projects and client accounts in the business, across B2B SEO, Ecommerce SEO, International SEO, and Site migrations
- Being accountable and reporting on the achievement of SEO KPIs targets across traffic, rankings and leads for all accounts on a weekly, monthly, quarterly basis
- Having input on the agencies digital marketing strategy for new business, and championing our own SEO initiative to drive our rankings forward for lead acquisition.

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- Assisting with the production of an agency insights report, gathering data from a variety of industry sources to be shared with our clients and prospects
- Working with the MD to further develop operations and delivery to ensure client accounts are retained

How to apply

Please send your cover letter and CV to apply for this role.

Start date: Asap

Package and Benefits

Salary: competitive plus benefits:

- Signing bonus of £500.00
- 25 days holiday
- Quarterly performance bonus
- Inclusion in annual profit share
- Birthday gift and the afternoon off
- Last Friday of the month early finish
- Fully remote working with regular team socials / collaboration days in London
- 2 x 30 minute "me time" breaks, you can take for a late start, extended lunch, or early finish each week (for workouts, walks, or family lunches)
- Flexible working hours
- Monthly wellness allowance
- Company pension