

## SEO STRATEGIST

### Who Are Wagada?

We're a rapidly growing, award winning digital marketing agency based in St Albans, Hertfordshire.

At Wagada we love what we do and we certainly have fun while we're doing it! We're passionate about getting our clients' businesses to the top and we're happy to go that extra mile to see them succeed. We work with clients big and small in a variety of industries.

Flexible working is at the core of Wagada, so there are opportunities to work flexible hours, and we operate a four-day week on the last week of every month so that the team can have an extra day's holiday per month.

### What's the Job?

As an **SEO Strategist** you'll create a clear SEO strategy for the wider team, identify and implement industry innovation throughout the company in order to generate exceptional ROI's for clients.

You'll have a passion for understanding what generates success for our clients. On a day-to-day basis you will:

- Set the SEO strategy for Wagada's clients. Train, manage and drive its execution through a multi-functional team;
- Evangelise best practices in SEO across the different disciplines: technical; local; international; e-commerce; content; online PR;
- Work with clients to set KPIs for campaigns and ensure the account management team is delivering against client goals and contractual requirements;
- Identify and analyse key metrics and assess the performance of SEO activity, providing clients with written monthly reports and quarterly reviews;
- Understand all aspects of our clients' wider marketing campaigns to ensure SEO fits in with other activity online and offline;
- Manage clients' day-to-day needs, including strategic planning and execution of activities, client liaison, meetings, calls and emails
- Client management – maintain regular contact with clients, attend client meetings, business pitches etc

We're a growing company and, if you're ambitious, want to keep learning and are looking to make your mark in a fast-moving agency, we'd love you to grow with us. We'll offer you excellent opportunities to progress and a flexible, sociable working environment.

### Do You Fit the Bill?

We're looking for someone who can deliver high quality campaigns and how quality results. You'll need extensive experience in and of technical SEO.

You'll need to demonstrate a proven track record of delivering success and at least four years' experience, ideally in an agency environment. The world of digital marketing does not stand still and we need you to be at the cutting edge of changes in the industry and be able to manage our client's campaigns accordingly.

The Digital Marketing People

 Second Floor, Old Building, New Barnes Mill, Cottonmill Lane, St Albans, AL1 2HA

 01727 260187

 info@wagada.co.uk

 wagada.co.uk

We need someone with the attention to detail, analytical skills and a desire to test and experiment. You'll need to have a passion for all things digital and be keen to expand your knowledge and skills. We're looking for someone with exceptional organisational and project management skills.

We're a busy agency, so you'll be ready to muck-in with the rest of the team to get things done, but also be willing to down-tools from time to time to join us for a bake-off, game of darts or a ping-pong competition too!

### **The Nitty-Gritty**

Here's the most important stuff:

**Pay:** £28,000 - £35,000 / year, depending on experience  
**Hours:** Full-time, 9.00am-5.30pm (37.5 per week), Monday-Friday,  
**Holiday:** 20 days per year rising to a maximum of 25 days plus 3 additional days between Christmas and New Year and bank holidays

### **Do You Want to Get Wagadised?!**

If you like the idea of working as part of our fun, hard-working team, then please get in touch by emailing a copy of your **CV** and a **covering letter** telling us the following:

- how you fit the bill
- why we should want to work with you
- why you want to work at Wagada

Please send to: [recruitment@wagada.co.uk](mailto:recruitment@wagada.co.uk).

**Applications without a covering letter will not be considered.**

We hope you'll understand that, as we get a lot of applications, we'll only be able to get in touch with you if yours has been successful.

### **Accountabilities**

- Understanding all aspects of our clients' SEO requirements to ensure they fit in with other activity online and offline;
- Working closely with the account manager to understand the client's needs and planning their activity in line with these;
- Secure sign-off of all SEO strategy, keywords, landing pages and other marketing pieces from the client/account manager;
- Manage client budget (hours spent);
- Track results and metrics for monthly reporting;
- Manage clients' day to day needs, including strategic planning and execution of activities, client liaison, meetings, calls and emails
- Liaise with the team re tasks, allocation of work and deadlines.
- Work with the other members of the team, as well as using the data available, to plan out activities for clients
- Preparing monthly reports for clients, including interpretation of reports and recommendations
- Google Analytics analysis
- Implementation of Google Tag Manager
- Managing monthly hours effectively so that clients get the biggest impact from their investment
- Carrying out other tasks and responsibilities that your manager asks you to from time to time.

## Qualifications, Skills and Experience

### Essential

- At least four years' experience in a similar role in a technical SEO role
- You have in-depth experience of Google Analytics and other SEO tools such as Screaming Frog, SEMRush etc
- You're a native-like English speaker with impeccable spelling, grammar and English Language skills;
- You're an experienced marketer who can write clear and accurate content;
- You're professional and honest;
- You have an eye for detail;
- You're adaptable, a self-starter and have a can-do, hands-on approach.
- Strong organizational skills
- Experience of using the main CMS platforms (WordPress)
- Technically literate of main computer packages/image editing

### Desirable

- You have experience of Google Tag manager and Optimise
- Experience of Google Ads