

## \_ Job Description

# Senior SEO Specialist

Strategiq

Last Updated on 4 Jan 2023

### **Suffolk**

Unit 16, Brightwell Barns,  
Ipswich Road, Brightwell,  
Suffolk IP10 0BJ

### **London**

Unit 4.01 Soho Works,  
Tea Building, 56 Shoreditch High St,  
London, E1 6JJ

### **Midlands**

Office 8, 1 Mill St,  
Leamington Spa  
Warwickshire, CV31 1ES

[strategiq.co](https://strategiq.co)

# Introduction

## Formal Job Title

Senior SEO Specialist

## Place of Work

You'll be based at our London office (Shoreditch). Whilst we're flexible to day-to-day life, we love seeing people in the office so you'll be shoulder to shoulder with the team and clients at least 3-days a week.

## Type

Full Time, Permanent

## Line Manager

Head of SEO

StrategiQ is an award-winning digital marketing agency and strategic partners for ambitious brands. We design our client's strategic roadmap and create the ideas that deliver results and drive growth. Founded in 2013, StrategiQ is a team of 55+ experts across our three studios in Suffolk, London and the Midlands. Every member of our team has a specialism, but they're all marketers.

## \_ Our mission is to be the strategic difference

Welcome to the world of us. It's a pretty special place to be. Full of exceptional experts. Good people and big energy. We're not here to tick boxes. We're here to be the destination agency for clients and the critical factor in their success. Helping shape their trajectory through expert insights and skilled execution.

## Shoulder-to-shoulder, Getting there together.

## \_ Our Values

- **Courageous** - Always doing what's right, not what's easy.
- **Truthful** - Being honest. Being resilient. Being authentic.
- **Knowledgeable** - Industry experts, pursuing the master of our craft.
- **Limitless** - Challenging norms through infinite thinking.

## \_ Role Introduction

StrategiQ are looking for a talented full-time 'Senior SEO Specialist' with a real passion for SEO. Due to recent global brand wins, this is an exciting opportunity to level up at an award winning agency and deliver exceptional results for our clients.

You will be experienced, obsessed with SEO and results-focused. You will be one of the go-to individuals within the agency for advice and expertise on all areas of Technical SEO. Working closely

with the Head of SEO you will help develop and implement world class strategies for our key accounts whilst developing our wider SEO team through delegation and mentoring.

## **\_ Responsibilities & Required Skills**

- The advanced technical auditing of new and existing client websites to inform prioritised strategies that hit our client's marketing objectives.
- Working with leading industry tools, complete benchmarking reports for existing client performance analysis or new client pitches. You will be able to present your findings in a clear and articulate manner, engaging clients at all levels and inspiring implementation.
- Work with the Head of SEO to design a robust Technical SEO roadmap for each client tailored to meet or exceed the KPIs of SEO Performance.
- Lead, inspire and develop the skills of our existing SEO team.
- Develop a clear approach for best in class International SEO implementation for our global clients.
- Work collaboratively with StrategiQ's internal and external client development teams to prioritise and roll-out recommendations promptly.
- Ensure that our client websites consistently meet best practice and our technical SEO standards would always stand up to scrutiny from industry peers.
- Consistently lead clients to successful site migrations, managing stakeholders to ensure key actions are implemented at each stage of the project.
- Effectively brief SEO support tasks to colleagues where appropriate, providing detailed instructions, clear required outputs and guidance throughout.
- An analytical eye and overarching interest in using data to influence your decision-making; making expert use of industry leading tools, Google properties and your advanced-level Excel/G'Sheets skills.
- Creativity in problem solving and ideation that is backed up by careful testing and measurement of results.

## **\_ Experience we'd love to see**

- The ability to write and deliver creative and robust SEO strategies that command implementation both individually and as part of a team. Your strategies will form standalone case studies for StrategiQ and win industry awards.

- A strong personal brand within the industry that may include the authoring of thought leadership, participation in conference speaking or the creation of SEO R&D projects/tools that gain attention in the wider SEO community.
- Consistently recognised through the comments of your colleagues for your work, initiative and attitude within the company monthly MVP programme.
- Proven success designing and implementing SEO strategies for large/global brands.
- Experience with enterprise crawlers (Deepcrawl, Oncrawl, Botify).
- Expertise across Google's key Tools: Analytics, Search Console, Tag Manager & Data Studio.
- Basic knowledge or interest in learning programming languages such as Python, Regex or Apps Script

## \_ Typical week

**50%** - Hands-on Technical SEO application

**20%** - Client strategies and new business audits/pitches

**20%** - Training, mentoring and R&D initiatives

**10%** - Client communication, internal collaboration

## \_ Benefits

- 1-day per fortnight R&D/Training
- Flexible Working from home and our offices in London, Leamington and Ipswich
- Excellent onsite barista coffee and cafe (all offices)
- Inclusive fruit and hot beverages within the office (plus breakfast at London)
- Inclusive gym membership (Suffolk Office)
- Competitive salary
- Macbook Pro and Monitor
- 20 Days Holiday + 3 Days holiday between Christmas and New Year.
- Amazing clients across all sectors
- Annual employee awards
- Conference & training budget