



Brave digital. Expertly done.

SEO Consultant

Job Description

SEO



The home of **GREENLIGHT**

From flexi-time, on-site physiotherapy, 25 days' holiday entitlement, private medical insurance to ongoing training programmes and much more, we do our best to ensure everyone is able to work in a supportive, fun and engaging workspace that encourages growth and development.

WHAT
WE DO



Job specification

Title: SEO Consultant

Salary: Competitive

Job purpose

Our SEO Consultants are the glue that holds the Greenlight Consultancy team together. Reporting directly to the Head of SEO and line managing your own pod of SEO Executives, you will be responsible for delivering industry-leading SEO work for your clients and helping to drive our department and proposition forward.

Role & responsibility

Client work

You will lead the SEO strategy for some of Greenlight's most prestigious clients – household names with large ecommerce websites that demand a high level of SEO expertise. You will be responsible for devising your clients' roadmaps and supporting your pod of Executives in delivering projects such as keyword analyses, technical audits, backlink analyses, competitor reviews, content audits and gap analyses. You will also be expected to deal with complex, ad-hoc SEO issues on a regular basis, liaising directly with clients who recognise you as knowledgeable, dependable, and authoritative.

Line management

Your team is comprised of bright and ambitious Executives, and we expect you to nurture that talent. You must be a master in the art of delegation, assigning work that both plays to their strengths and stretches their comfort zones. You will also conduct regular one-to-ones with your direct reports to keep their development on track, and collaborate with the other Consultants to devise and maintain team training initiatives.

Research and development

You will be responsible for keeping Greenlight's SEO proposition at the cutting edge of the industry. We expect to see you harnessing your thirst for knowledge and carving out regular time in your schedule to test, research and experiment, using your findings to develop new tools and methodologies on a regular basis. We incentivise R&D at Greenlight and we love to see this opportunity embraced, both by you and by your team – who you will support and encourage.

Department strategy

We don't expect you to accept the status quo. If you can think of better ways for us to do things, you should be proactive about instating them as part of our approach. You will work closely with the SEO performance director and/or the Senior SEO Consultant and Head of SEO to identify opportunities and efficiencies, and make sure that our strategy is constantly evolving to deliver the best results for our clients.

Upselling and new business

Behind your technical expertise lies commercial nous: not only are you expert at recognising new opportunities for your clients, but you're great at identifying potential new revenue streams for the agency, too. You're not afraid to propose new projects and channels to your clients when the opportunity presents itself, and you can provide sound forecasting and commercial rationale to support your recommendations. You're also happy to support the Director and Head of SEO in pitching for new clients and you can contribute at any and every stage of pitching, from auditing prospects' sites for opportunities to presenting Greenlight's proposals face-to-face.

Advocacy

You're passionate about SEO and the value it can deliver, and you're able to convey this compellingly – be it through in-house training sessions delivered to new starters, in meetings with sceptical clients, or speaking publicly at one of our events. You can translate complex concepts into layman's terms without compromising on interest or gravity, and you can be counted on to represent the agency to the highest standard.

Qualification & skills requirements

Essential

- A thorough understanding of both on- and off-page SEO and a desire and ability to learn and absorb new skills
- Logical and analytical thinking
- Enough experience of delivering SEO and line management to hit the ground running from your first day
- Excellent Excel skills and a high standard of written and spoken English
- Pride in your work and a readiness to take initiative
- An in-depth understanding of how search engines work and of advanced SEO strategies and techniques
- Professionalism: be punctual, presentable and have a friendly and outgoing demeanour
- A commitment to a career in search
- Strong project management, client management and presentation skills
- Confidence with numbers and budgets, and a commercial approach to projects using budgets creatively
- An ability to quickly build excellent working relationships with internal and external stakeholders
- A strong working knowledge of the most common SEO tools and analytics suites

What you'll get

Our employees make us who we are, so to make sure we attract and retain the best and brightest brains in the industry, we offer an attractive benefits package. As well as all the usual perks you would expect from a leading agency (stylish office, tick! Pool table, tick! Friday beers, tick! daily breakfast and fruit, tick!), here are a few more benefits we think you might also like:

- **Agency bonus:** Rewarding you for over-delivering on revenue and contributing to new business
- **Flexi time:** Do your daily hours any time between 8h00-18h30
- **Above-statuatory employer's pension contribution:** It matters, so we make sure it's done properly (4% contribution)
- **Private medical insurance:** To keep you fighting fit and give you and your family peace of mind
- **Life assurance and income protection:** We know it feels good to be covered, just in case
- **On-site physio:** Fortnightly visits from a highly skilled and qualified physiotherapist
- **Yoga classes:** Weekly hour-long sessions for the yogis among us
- **Mindfulness sessions:** To teach you stress-busting, headspace-increasing techniques



Manifesto

We're a company of committed and curious people.

A group of diverse and expert minds, who understand that brands need to delight and reward if they're going to earn the right to talk with people.

So, we refuse to get by on '*best practice*'. We don't see the point in phrases like '*user needs*'.

Instead, we get to what people actually *want*.

We work with people who also trust their instincts and are just as bold with their vision as we are. People who know that to get noticed, you have to be different.

For us, it's all about marrying data with creativity, backed by bulletproof technology. A blend of hard logic with the kind of ideas that hit you with crystal clarity in the middle of the night.

Not head *or* heart. Both.

Our values



If it doesn't feel right, we speak out.

We act on our curiosity,
and question things



The devil's in it.

So, we keep our eyes on it.

Brands we've worked with

The electronics specialist
maplin

ebay

 HarperCollins.

ghd
good hair day, every day

Bright House


new balance

 Electrolux

LAURA
ASHLEY

THE
BRITISH
HOME
STORE

 HURTIGRUTEN

BURTON
MENSWEAR
LONDON

MASTER of MALT
keeping you in fine spirits since 1985


HISCOX

Rapha.

SIEMENS

Currys 

湿度乾燥(しなさい)
Superdry.


MILLENNIUM
HOTEL



Carphone Warehouse

VICTORIA BECKHAM

FOOTASYMIUM 

LIBERTY
LONDON

mbna

BBC

FURNITURE
Village

 **wex**
photographic


EURONICS


Legal &
General


32Red

Our story

Greenlight has lived and breathed digital since 2001, when we started as three people in an old North London print shop. Today, we're a full-service digital and commerce agency made up of 170 people, with a reputation for producing integrated, transformational strategies across the entire digital space.

We're still run by the very same people who set us up, and we're proud to be independent. It means we can move more quickly, boldly and effectively.

Our approach is data-led, and 100% audience focused, which allows us to solve problems in the most impactful and measurably effective way for our clients. Of course, all this would mean nothing without our incredible staff. Our teams are made up of some of the most skilled, passionate, and inquisitive minds in the industry. People who really care about making a difference, and who our clients genuinely enjoy working with.

It's this focus and passion that's seen us deliver innovative work for brands such as ghd, Dixons Carphone, Superdry, Furniture Village, and eBay in over 30 countries.

We're the people that grow our clients' business, by putting their customers first.

And with over 140 nominations and awards under our belts, we think we must be doing something right.