



Brave digital. Expertly done.

# SEO Executive (FTC)

## Job Description

SEO Consultancy

Greenlight Digital Ltd

The Varnish Works, 3 Bravingtons Walk  
King's Cross, London, N1 9AJ

<http://www.greenlightdigital.com/careers>

+44 (0)20 7253 7000  
[iwanttowork@greenlightdigital.com](mailto:iwanttowork@greenlightdigital.com)



# The home of **GREENLIGHT**

From dynamic working, 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 Executive (Fixed-term Contract)

## Job purpose

Working closely with the Senior SEO Consultant, you'll be responsible for supporting the delivery of the SEO strategy for two of our biggest clients, and occasionally supporting more senior team members on the agency's other SEO clients.

## Role & responsibility

The role consists of working within a strong team of other SEO Consultants and Executives to deliver the following:

- Build accurate and insightful keyword, competitor and market analyses for clients and prospective clients
- Use internal and third-party tools and Microsoft Excel for results reporting and data analysis, to build client reports and for internal use in campaign planning
- Help to create written and visual SEO recommendations for our clients, including technical SEO recommendations, and template and keyword specific on-page SEO recommendations
- Read and share new SEO updates and news, and contribute to debates on these updates

## Qualification & skills requirements

Ideally, you'll already be in a junior-level role, either in-house or agency side, with at least 2 years' experience in SEO, but taking on more ownership of your accounts and ready to take the next step. In your current role, you'll be supporting on several small accounts with support from seniors, so have gained both the SEO knowledge and the project/account management expertise that are essential for taking on responsibility for more challenging SEO strategies and clients.

Our ideal candidate will have a thorough understanding of the basics of SEO and a desire and ability to learn, and will suck up new skills and knowledge like a sponge. We're looking for people with logical and analytical minds who can show some initiative and take pride in their work.

Essential skills and experience:

- An understanding of how search engines work and basic technical and content-led SEO strategies and techniques
- An understanding of how to implement SEO recommendations
- Excellent Excel skills and a high standard of written and spoken English
- A fast learner who is committed to a career in Search
- Must have the right to work and live in the UK

Desirable skills and experience:

- Second language
- Ability to code websites using HTML and CSS
- Educated to degree level; preferably in a business, marketing or computing related subject
- Experience in a digital agency and/or as an in-house SEO

# What you'll get

Our people make us who we are, so to make sure we attract and retain the best and brightest in the industry, we offer an attractive benefits package. Of course, we offer the usual perks you would expect from a leading agency (stylish office, tick! Pool table, tick! Friday beers, tick! Daily breakfast and fruit, tick!). But not only that, there's a whole host of benefits – from discounted gym memberships and free eye tests to an employee pension scheme and enhanced maternity, paternity and adoption package. Here's a snapshot of just some of the benefits we think you might also like:

- **Dynamic working:** To keep that work-life harmony in check, we're flexible on where and when you work
- **Life assurance and income protection:** We know it feels good to be covered, just in case
- **Wellness initiatives:** Be it mental, gut, or financial wellbeing, there's a different theme every month
- **Yoga classes:** Keeping you stretching, to stop you getting overstretched! We have three virtual classes a week with our normally in-house yoga instructor
- **Mindfulness sessions:** To teach you stress-busting, headspace-increasing techniques
- **Perkbox:** An employee benefits platform choc-a-block with discounts
- **25 days annual leave:** This increases to 28 days after three years with us, and then increases every subsequent year up to a max. of 30 days
- **Christmas closure:** No need to save holiday days for the Christmas closure period. It's on us!



# Manifesto

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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

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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

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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**  
L O N D O N

**MASTER of MALT**  
*keeping you in fine spirits since 1985*

  
**HISCOX**

*Rapha.*

**SIEMENS**

**Currys** 

極度乾燥(しなさい)  
**Superdry.**

  
**MILLENNIUM  
HOTEL**



**Carphone Warehouse**

VICTORIA BECKHAM

**FOOTASYLIUM** 

**LIBERTY**  
LONDON

**mbna**

**BBC**

FURNITURE  
*Village*

 **wex**  
photographic

  
**EURONICS**

  
**Legal &  
General**

  
**32Red**

# Our story

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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.