



About the job - SEO and digital marketing executive

Job title:

SEO and digital marketing executive

Location:

Nottingham / London

What we offer:

At Cartwright, we connect work with good times – taking care of each other so that we can take care of our clients. Each and every member of our team lives and breathes our purpose to energise our clients and ensure their time with us is their favourite part of the job.

We are an accredited 'Great Place to Work' and an 'Inspiring Workplace' finalist – we were also ranked sixth best small business to work for women, recently featuring in Elle magazine.

Every member of our team, regardless of seniority, can enjoy a generous benefits package, including:

- 25 days holiday (plus Bank Holidays and public holidays) – increasing with long service – and an extra day off for your birthday
- Private health insurance with Vitality
- Access to mental health support via Care Coins and mental health first aider within the team
- Generous maternity / paternity package
- Annual salary reviews
- Hybrid working (three days in the office, two days at home)
- Flexible working – altering your hours to be more flexible around our core hours
- Dedicated line manager and Personal Development Programme – alongside our extensive training opportunities
- Mentoring
- Annual summer away day and Christmas party – and other team treats throughout the year
- Regular social events
- Bike to Work scheme
- Cartwrighter of the Month – voted for by your team members, someone who has gone above and beyond for a client or team members, The winning Cartwrighter receives either a £50 voucher of their choice or an additional half day of annual leave
- Friyay – our weekly email shout out about all the good things that have happened that week

Who we're looking for:

A Cartwrighter! Developed carefully over the last 18 years, our unique culture is key to everything we do – including strengthening our amazing team.

A Cartwrighter is a combination of fierce loyalty, expert plate-spinning and being each other's greatest fans. We're empathetic and everything we do reflects our authentic sense of fun – and we want everyone who works here to live and breathe our purpose.

Job description:

Working within a close-knit team of marketing enthusiasts, the SEO and digital marketing executive will work within the digital department on a portfolio of clients of various sizes and sectors. The ideal candidate will be responsible for developing and delivering best-in-class SEO and digital strategies using their existing skills and knowledge while developing these further under the guidance of the SEO and digital account managers.

We are looking for a confident self-starter who takes pride in their work, exceeds the expectations of our clients, and can take responsibility and ownership of the marketing strategies they work on.

Responsibilities

Acting in a supporting role to the wider digital team, you will be responsible for delivering industry-leading digital strategies for our clients

- A sound knowledge of technical, on-page, and off-page SEO, with experience in delivering and executing strategies
- Be able to proactively work with managers to produce audits, strategies, and reports that demonstrate our expertise and ability to deliver results for our clients that enhance their business and marketing objectives
- A comprehensive understanding of what skills and resources are needed to deliver any given SEO strategy, putting best practices in place
- Identifying performance issues/opportunities and providing actionable insights to the wider teams
- Delivering work against set KPIs and being able to adapt strategies to ensure they are either met or exceeded

Essential experience

- Experience within an SEO or digital marketing role, delivering successful campaigns, ideally within an agency
- Working as part of a team to deliver strong integrated marketing strategies

- Understand user searcher intent and the different types of SERP layouts, that may inform the type of content created to enhance organic rankings
- Knowledge of keyword planning, technical and analytical tools such as: GA4, Google Search Console, Semrush, and Google Tag Manager
- Understand the relationship between on-page, off-page and technical SEO and to be able to develop and work on all-encompassing strategies
- Understand a range of marketing KPIs and be able to demonstrate and explain the impact on our client's goals
- A strong results-driven attitude coupled with being comfortable working in a fast-paced environment
- Excellent attention to detail and literacy skills
- An understanding of the relationship between all marketing channels
- Ability to self-learn, whilst being keen to knowledge share and learn from others
- Experience using popular website CMS systems such as WordPress, Wix, SquareSpace, etc.

Desired skills

- Experience working with clients within the construction, property, food & drink, home & interiors, and healthcare sectors
- Experience with undertaking website migrations with SEO best practices at the forefront
- Experience on Canva
- E-commerce SEO on platforms such as Shopify

Business contributions

- Developing confidence to contribute to company-wide brainstorming
- Keen to develop commercial awareness – including client fees, profitability of accounts, budget management etc.
- Willingness to support senior team with new business – proposals, pitches, etc

Personal skills / development

- Unwavering attention to detail
- Ability to manage multiple, conflicting deadlines – and support wider team in doing so
- Developing well-rounded and flexible communication skills to suit internal and external audiences

Salary: Competitive, but dependent on experience.

Contract: Permanent, full-time contract subject to successful probation.

Next steps:

To apply for this role, please email your CV and covering letter to people@cartwrightcommunications.co.uk