



Paramount
Digital

Job Description

Paramount Digital

Job Role

Head of SEO

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Role Overview

As the Head of SEO, you will lead and shape the direction of Paramount Digital's SEO department, driving innovation, growth, and outstanding client results. Reporting directly to the SEO Director, you will oversee a team of 14 SEO professionals (4 SEO Managers and 10 Executives) while working closely with senior leadership to align the department's strategy with overall business objectives.

This is a senior role within the agency, responsible for the day-to-day operation and management of the SEO department, including service development, team leadership, and overseeing some of the agency's biggest client accounts. You will play a pivotal role in driving commercial success, ensuring our SEO offering continuously evolves and contributes to the agency's long-term growth.

Due to the nature of this position, you will be required to be in the office full-time, as your leadership is crucial in team collaboration and helping the department expand.

Key Responsibilities

Role Responsibilities

- Lead the SEO department, collaborating with SEO, Content, UX, and Development teams.
- Develop and implement high-level SEO strategies for clients across various industries.
- Drive the department's commercial success, including revenue forecasting, client acquisition, and retention.
- Manage and mentor SEO Managers, providing guidance on team leadership and strategic execution whilst encouraging personal growth and continuous learning.
- Ensure seamless integration of SEO with other digital channels, including content marketing, PPC, Social Media, Digital PR, and Email Marketing.
- Introduce and implement innovative SEO tools, automation, and emerging technologies to enhance efficiency and performance.
- Oversee recruitment, onboarding, and ongoing training of SEO professionals.
- Lead the development of industry-leading SEO strategies and ensure best practices are followed.
- Provide strategic oversight, ensuring SEO Managers apply the right methodologies for client success.
- Support SEO Managers in client meetings and presentations when needed.
- Resolve issues escalated by SEO Managers.
- Manage department growth, revenues, and client retention.
- Conduct foundational SEO training for the wider team to maximise cross-functional value.
- Deliver expert-led training sessions to continuously upskill the SEO team.

Initial Objectives

- Establish strong working relationships with your SEO team.
- Support SEO managers in crafting and executing effective strategies for clients.
- Balance SEO tasks across content, design, link building, and development.
- Conduct training sessions to enhance the skills of the wider team.

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Ongoing Objectives

- Become the go-to SEO contact for senior stakeholders within the agency.
- Proactively identify innovative opportunities and ideas for key clients.
- Develop comprehensive SEO roadmaps tailored to lead generation and e-commerce websites.
- Drive accountability for SEO revenue and forecasting.
- Lead SEO discussions in internal and client meetings, ensuring alignment and results.

Key Performance Metrics:

- **SEO Client Performance Targets** – Delivering measurable improvements in rankings, traffic, and conversions.
- **SEO Team Revenue Growth** – Driving revenue through service innovation, client acquisition, and strategic expansion.
- **Client Retention & Satisfaction** – Ensuring long-term success through high-quality service and performance.
- **Team Engagement & Satisfaction** – Creating a supportive, high-performance work environment that encourages growth and collaboration.

Who We're Looking For:

We're searching for an ambitious, driven, and passionate SEO expert who thrives in a fast-paced agency environment. The ideal candidate will bring a strategic mindset, strong leadership skills, and a results-oriented approach to SEO.

What You'll Bring:

- **Experience:** 5+ years in SEO, with direct-to-consumer (DTC) experience preferred with a proven track record of delivering outstanding ROI.
- **Expertise:** Strong technical SEO knowledge and content strategy experience; familiarity with programmatic SEO is a plus.
- **Leadership:** Proven ability to manage teams, mentor staff, and foster a culture of collaboration and innovation.
- **Strategic Thinking:** Capable of developing cutting-edge SEO strategies that engage and challenge clients.
- **Communication Skills:** Able to simplify complex SEO concepts and present technical insights confidently to senior stakeholders and clients.
- **Client & Commercial Focus:** Experience managing high-value client accounts with a strong commercial awareness and a results-driven mindset.
- **Self-Management:** Highly organised with exceptional time management, scheduling, and prioritisation skills.
- **Innovation:** Passion for staying ahead of SEO trends and implementing forward thinking strategies.

Tools & Technology Proficiency:

You should have hands on experience with:

- Google Analytics 4 (GA4)
- Google Tag Manager (GTM)
- Google Data Studio
- Screaming Frog
- Ahrefs
- Majestic
- KWFinder
- Wincher
- Monday.com

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What We Offer

A Full Range Of Additional Benefits, Including:

- Pension scheme
- Free eye tests
- Mental well-being support
- Discounts with our partners
- Regular company events
- Weekly yoga wellness sessions
- And everything else you'd expect from a top digital agency!

Location: Rainford, St Helens

Salary: £45,000 To £60,000

Holidays: 25 Days + Bank Holidays

Personal Development: Customised Development Plan & Clear Career Progression

If you're a results-driven SEO expert ready to take the next step in your career, drive outstanding SEO results and shape the future of our SEO department, then we'd love to hear from you!