



Paramount
Digital

Job Description

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Job Role
SEO Strategist

Salary Band: £30,000 to £35,000

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SEO Strategist

Role Overview

As an SEO Strategist, you will be responsible for developing a continuous 3-month SEO strategy to deliver positive results for the client. Initially reporting to the Head of SEO, you will take a more hands-on role in client communication, strategy and project performance management.

Key Responsibilities

- Develop tailored SEO strategies that drive measurable client success.
- Take ownership of client relationships, understanding requirements and KPIs, presenting strategies, communicating results, and keeping the project on track by monitoring task completion and standard of work.
- Collaborate closely with Technical SEOs and other SEO roles to analyse the challenges, understand the possibilities and deploy the strategy.
- Work with the Content Marketing Team to assure content tasks are understood, achievable and bring measurable results.
- Measure success through organic traffic growth, search rankings, ROI, and client retention.
- Support other roles by providing expertise and guidance.
- Develop an understanding of the interests and capabilities of the wider SEO team to bring together the best people for the project.
- Bring industry experience and best practices into the team.
- Be responsible for client retention, relationship building, and measurable results.
- Support the Head of SEO in driving the department forward with software, strategies, and training.
- Assist in pre-deal analysis, pitching new clients, and on-boarding.
- Oversee quality standards across project work.

Ongoing Objectives

- You have strong working relationships with clients and internal colleagues.
- Take ownership of SEO strategies for all clients within the project team.
- Experienced with SEO tools and process, and always on the look out to improve quality and efficiency
- Demonstrate a proactive approach to learning new SEO strategies and applying them to project strategies.
- Contribute measurable results to client campaigns, including improved rankings, organic traffic growth, and increased conversions and demonstrating this to clients.
- Develop positive relationships with high-paying clients by delivering project success and maintaining regular communication.
- Ensuring project team members are regularly updated with feedback from client meetings, updated targets and KPI's, and future strategy.
- Early recognition of client concerns and project issues to improve retention, increase upsell opportunities and, if necessary, retain the client via another department.
- Continuously refine skills and knowledge through training opportunities and independent research.
- Collaborate effectively within the project team and across other departments, supporting the delivery of integrated digital strategies.

Success Metrics

Your performance will be evaluated based on:

- Positive onboarding with clear communication of the strategy and timelines
- Ensuring client satisfaction with provable ROI month-on-month
- Client retention rates
- Project revenue increases (upselling)
- Introducing other services (cross selling)

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About You

We are looking for someone who thrives in a fast-paced agency environment and embodies the following qualities:

- Experience: Proven track record in SEO with hands-on experience in managing campaigns and understanding how best to utilise any budget.
- Organisation: Planning ahead, ongoing analysis, annotation, recording, monitoring and checking tasks are completed fully and to standard.
- Passion: Genuine enthusiasm for SEO and staying ahead of industry changes.
- Communication: Strong skills in presenting strategies and updates to clients and internal stakeholders. Understanding the audience and how best to communicate with them.
- Adaptability: Comfortable managing multiple projects, shifting priorities and budgets, and knowing when to pivot a strategy.
- Tools Proficiency: Working knowledge of:
 - Google Analytics 4 (GA4)
 - Google Tag Manager (GTM)
 - Google Search Console (GSC)
 - Bing Webmaster Tools
 - IndexNow
 - Screaming Frog
 - Ahrefs
 - Majestic
 - KWFinder
 - Wincher
 - Monday.com
 - ...and similar tools
- Soft Skills:
 - Strong attention to detail.
 - Eagerness to learn and grow within the SEO field.
 - Teamwork and collaboration skills.
 - Passion for digital marketing and a proactive attitude toward improvement.