



Paramount
Digital

Job Description

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Job Role

Senior SEO Specialist

Salary Band: £27,000.00 to £28,000.00

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Role Overview

As a Senior SEO Specialist, you will be responsible for understanding and deploying SEO strategies mapped out by an SEO Strategist or Technical SEO, to deliver positive results for the client. These tasks include on-page, off-page, analysis, and reporting. Initially reporting to the Head of SEO, you will take a hands-on approach to project performance by assisting with audits and analysis, fixing and enhancing the SEO capabilities of client websites. SEO Specialists are the engine room of a successful SEO project.

Depending on the project's budget and unique requirements, you will usually work as part of a wider team, completing tasks assigned to you by the Project Lead, with some opportunities to work solo on clients with micro-budgets. Good client communication skills are a requirement for solo projects, especially for explaining complex issues.

Key Responsibilities

- Assist with in-depth technical audits, action audit points directly or with the assistance of Technical SEOs, SEO Specialists, SEO Developers etc.
- Work on different campaign types including lead gen and ecommerce.
- Help to prepare performance reports for clients.
- Mentor SEO Specialists and assist in training initiatives.
- Strive to be highly proficient in all aspects of SEO with a goal to progress into a specialist role.
- Support other roles by providing hands-on assistance to complete tasks.
- Assist in pre-deal analysis and on-boarding clients.
- Maintain quality standards across project work.
- Work to best practices and in line with the project strategy

Ongoing Objectives

- You have strong working relationships with your internal colleagues and support more junior members from an SEO perspective.
- Take ownership of assigned tasks, ensuring they are delivered effectively and on time.
- Learn and keep up to date with SEO tools and processes.
- Demonstrate a proactive approach to learning new SEO strategies and applying to clients and communicating this to the wider team.
- Help to deliver measurable results to client campaigns, including improved rankings, organic traffic growth, and increased conversions.
- Develop positive relationships by delivering high-quality work and maintaining professional communication.
- Continuously refine skills and knowledge through training opportunities and independent research.
- Collaborate effectively within the SEO team and across departments, supporting the delivery of integrated digital strategies.

Success Metrics

Your success will be measured by:

- Completion of tasks in line with the project strategy.
- Meeting task due dates and project deadlines.
- Accuracy of work and proactively monitoring results of tasks.
- Excellent record keeping (keeping the project's Monday board up to date, adding annotations in tracking tools etc)
- Willingness to learn, adapt to changes, and ask questions for clarity.

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About You

We are looking for a Senior SEO Specialist with:

- Experience: 1+ years of hands-on SEO experience, with a good understanding of both lead-gen and ecommerce.
- Skills: Good level of knowledge about on-page SEO, such as titles tags, internal linking, schema markup and off-page SEO, backlink profiling etc.
- Problem-Solving Ability: A proactive mindset with the ability to execute, monitor and measure the results of your work.
- Initiative: Capable of operating independently with minimal guidance – but always knowing when to check for clarity or assistance.
- Soft Skills: Strong communication skills and the ability to work at a high level in a fast-paced environment.
- 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.