



## SEO Manager

Are you an SEO expert that loves content and looking to be the voice of SEO within a leading publisher?

GRV Media is a high-growth, multi-platform new media company with a 16 year track record. It has 16 active websites (including brands such as HITC, The Boot Room, Reality Titbit and Rangers News), two popular YouTube channels and an Adtech business.

We are looking for a process-driven SEO expert, utilising your technical skills to deliver brand goals whilst building authority and traffic to the GRV Media websites. You will shape and execute SEO strategy across the company's properties and you'll have a passion for the details, bringing creativity and flair to the work you undertake.

GRV Media is a UK based, remote company and applicants are asked to apply only if they are prepared to work remotely and preferably have experience of doing so.

### **Main areas of responsibility:**

- Gather, analyse and report on the performance of GRV Media products in search engines across desktop, tablet and mobile platforms, including mobile applications, in order to support product development and data-driven decision making
- Create, communicate and execute an effective Search Engine Optimisation strategy for BBC Sport & Live that will significantly increase organic search traffic.
- Work closely with the GRV Media development and editorial teams on a daily basis to define and deliver recommendations on SEO best practice and optimise how content performs on search engines.

This should include:

- a review of editorial practices related to optimising content to perform well against current popular search terms
- a clear plan for upskilling the digital and editorial teams in SEO techniques
- Monitor the performance of the GRV Media websites on search engines on a daily basis, taking ownership of a toolset and KPIs for SEO related performance that measure:
  - how content ranks in search results for searches using key search terms
  - traffic received from search engines
  - the number of pages receiving SEO referrals
- Identify SEO related issues and resolve any that arise as quickly as possible, including the implementation of long term measures that reduce occurrences of such

**GRV Media Ltd.**

Registered address: 18 Mulberry Avenue, Widnes, Cheshire, WA8 0WN

issues

- Devise SEO strategies for key events and campaigns and report on their success
- Work with Product Managers to prioritise SEO related improvements to GRV Media websites, driving improvements through to completion
- To report to GRV Media management regularly on SEO performance, any recent SEO issues and the impact/success of improvements made
- To keep up to date with industry trends, SEO best practices and changes to search engine technology that will impact on the SEO performance of GRV Media websites, identifying changes required to remain competitive
- To keep up to date with competitor SEO performance and strategies, recommending changes required to remain competitive
- Write clear guidelines and specifications for developers and business analysts implementing SEO best practices, collaborating and interacting with multi-disciplined development teams and quality-assuring all new development work from an SEO perspective
- Define and deliver training programmes for Editorial leads and GRV Media Design & Engineering staff to increase SEO expertise
- Evaluate and make recommendations on the requirement for and use of additional technology or research tools in order to deliver this strategy

#### **Key skills:**

- At least 2 years experience working in a dedicated SEO role and preferably in a publishing environment
- Experience working with Google Search Console, Google Analytics, Google Data Studio, and other SEO suites (Moz, SEMRush, etc.)
- Strong understanding of keyword analysis and experience writing meta titles/descriptions and other on-page optimisation
- Domain migrations, requiring extensive auditing, testing and managing third party and internal resources
- Keyword optimisation and targeting
- Training and development on SEO best practices
- Technical SEO improvements including canonicalisation, redirection

#### **Benefits**

- Taking the lead on interesting projects with interesting people
- A competitive salary depending on experience
- Discretionary bonus scheme
- Company Pension contribution
- A professional but friendly working environment.
- 20 days paid annual leave, in additional UK bank holidays (or equivalent).

#### **Applying**

Apply via email using the link below. Include your CV, a little bit about you, some examples of projects you've worked on and why you'd like to work with us.

[Apply Here](#)

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If we think you're a good fit we'll arrange a telephone call with you soon after that.

We are an equal opportunities employer.

**Seniority Level**

Mid level

**Employment Type**

Full-time

**Industry**

Online Media, Publishing, Marketing & Advertising

**Job Functions**

Search Engine Optimisation, Project Management