

SEO DIRECTOR

GRV Media is a high-growth, multi-platform new media company with a 20 year successful track record and 120 staff and content providers. Our own and partner sites achieved 420m page views in the first quarter, from 173m users.

We are looking for an experienced SEO leader to oversee all of the SEO operations across GRV Media's portfolio of media brands. This person needs to have the strategic capabilities and editorial knowledge to drive different strategies across multiple brands, adapting approaches where appropriate to meet the overarching ambitions of each website and GRV Media as a whole.

You will be expected to work with the editorial teams to create high-quality articles that will drive SEO traffic, work with the IT department to improve the technical health of our websites and optimise content across our brands to improve rankings.

GRV Media is a UK based, remote company and applicants are asked to apply only if they have a right to work in the UK, are prepared to work remotely and enjoy doing so.

Main areas of responsibility:

- Leading the company's editorial SEO strategy and commissioning original, unique content to target search traffic
- Overseeing a team of writers and monitoring their performance
- Monitoring content to ensure it adheres to best practice and editorial guidelines
- Monitoring our brands' editorial performance with tools like Google Analytics and using this data to shape our editorial strategy, ensuring targets are met
- Tracking the technical SEO health of each brand and implementing solutions
- Overseeing SEO analysis of all brands, ranging from keyword research to backlink audits to competitor analysis
- Working with different teams across the business, from commerce to marketing, to provide SEO feedback and boost rankings
- Helping to lead the development of website redesigns and potential migrations from an SEO perspective

Key skills:

- Previous experience working for a major publisher
- Previous experience with Wordpress

- A proven team leader and seasoned editor with a successful track record of commissioning content that drives search traffic
- Extensive experience using organic search management platforms (such as SEMrush, Google Search Console and Screaming Frog)
- Proficient in producing reports tracking SEO and editorial performance
- Proven track record of implementing SEO strategies that have delivered results
- Hands-on experience with Google Analytics
- Exceptional people management skills with a track record of sharing SEO knowledge and providing training
- Keen attention to detail and meticulous fact-checking
- Extensive knowledge of both technical and content optimisation
- An expert in keyword research, backlink analysis and data research
- Proven track record of identifying technical SEO issues and implementing solutions
- In-depth knowledge of web publishing and all major social media platforms

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.

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](#)

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

We are an equal opportunity employer.

Seniority Level
Senior level

Employment Type
Full-time

Industry
Online Media, Publishing, Marketing & Advertising

Job Functions
Search Engine Optimisation, IT