

HEAD OF SEO EDITORIAL

GRV Media is a high-growth, multi-platform new media company with a 20 year successful track record and 150 staff and content providers. We have an open, collaborative and dynamic culture which encourages people to thrive, and give their best whilst being supported and developed. Our own and partner sites achieved 463m page views in the second quarter of 2022, from 178m users.

We are looking for an exceptional and enterprising media professional to join a hard-working team as our Head of SEO Editorial. Reporting to the Head of SEO, the role will help shape, lead and deliver the SEO strategy for all of GRV Media's content. This strategy will be rolled out to our diverse team of writers enabling them to produce searchable content.

SEO will sit at the core of our publishing operation and will constantly evolve, driving search traffic, growing new audiences, and building engagement and loyalty with readers. You will work closely with the rest of the editorial team and the central audience development team and be a highly organised, meticulous planner with a flair for creativity.

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:

- Assist the Head of SEO in producing a strategy
- Review articles from an SEO perspective, ensuring writers are adhering to the SEO writing policies and training them to do this consistently, providing advice and guidance where necessary
- Monitor daily output and ensure relevant internal linking in articles - relevant anchor text and links to topic pages/related articles. Take a lead on any editing that is required
- Review performance of older content and optimise/repurpose to drive more traffic
- Monitor trending data for suggestions and inform writing teams
- Build out topic pages and tag existing articles

Other areas of responsibility:

- Daily reporting on the top SEO keywords and top articles driving traffic

- Make recommendations to journalists and editors about trending search terms and relevant keywords
- Optimise top pages for relevant keywords
- Proactive and reactive advice to writers on how to improve their articles performances
- Internally linking top traffic driving pages to other more recent articles to encourage circulation
- Ensure correct tagging of all articles
- Assisting in the writing of evergreen articles

Skills required:

- Editorial background with experience in a digital publishing environment
- A very strong understanding of the principles of editorial SEO / on page SEO
- Familiar with SEO tools, e.g. Google Trends, Semrush, Google Search Console
- Proven track-record of increasing audience acquisition through data-led journalism
- A brilliant understanding of SEO and audience development - including in-depth knowledge of how to optimise content for organic search and Google News / Top Stories
- Data-led approach to journalism and a fast-paced and innovative approach to commissioning, writing, and publishing
- Understanding of digital journalism and the TV and entertainment landscape
- Excellent written and communication skills
- Ability to use data to inform editorial decisions
- Great news sense and ability to write, commission and publish content quickly and accurately
- Good understanding of media law
- Lead / manage junior writing staff and freelancers

Benefits

- Working 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
Mid level / Senior

Employment Type
Full-time

Industry
Online Media, Publishing, Marketing & Advertising

Job Functions
SEO, Journalism