

HEAD OF EDITORIAL SEO

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 461m page views in the third quarter of 2022, from 161m users.

We are looking for an exceptional and enterprising media professional to join a hard-working team as our Head of Editorial SEO. Reporting to the Director of SEO and Digital Growth, 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 social engagement and loyalty with readers. You will work closely with the rest of the editorial, social and the 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:

- Be a core driver of Editorial strategy across SEO, social and audience channels
- Ensuring all editorial teams are producing high quality content that to speaks to relevant channels and audiences
- Delivery against KPI targets as defined by the Director of SEO and Digital Growth to support traffic growth and the wider needs of the business
- Supporting the Director of SEO and other senior stakeholders in delivery of key projects and improvements
- Plan and deliver the SEO editorial strategy across the entire business
- Develop and maintain SEO workflows and processes across editorial teams
- Drive SEO editorial improvements and ensure best practice is adhered to across all teams.
- Identify areas for improvement and provide advice, training and guidance
- Monitor daily search trends and make trending story suggestions to the newsroom
- Research, delivery and ongoing management of evergreen content strategy
- Work closely with social and audience departments to ensure an aligned cross channel content strategy

- Perform regular competitor analysis and identify opportunities to grow and improve SEO traffic
- Ongoing optimisation of new and existing content including keyword optimisation, internal linking and tagging.

Other areas of responsibility:

- 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/ entertainment and football 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.

Seniority Level Senior level	Employment Type Full-time
Industry Online Media, Publishing, Marketing & Advertising	Job Functions SEO, Journalism, Online Media