



## Role Profile

<b>Job Title</b>	Media Channel Manager, SEO (PT: 3 days)	<b>Reports To</b>	Head of Digital Optimisation	<b>Location</b>	Bradford
<b>Job Code</b>	MARK002-1		<b>Grade</b>	M3	
<b>Date Created / Updated</b>	September 2021		<b>Department</b>	Marketing	

**Purpose:** You will be an experienced and technically minded, data-driven SEO expert helping to drive positive change to support the growth of the FGH Brands, including Freemans and Kaleidoscope, through the SEO channel. You will be working cross functionally with the FGH internal teams (brand, onsite and IT) as well as working directly with our media agency, responsible for managing SEO activities including link building campaigns, create new/update blog posts, deliver on page optimisations, and technical audits working with IT to carry out the required technical onsite changes. You will also be responsible for reporting SEO performance and consulting internally on all SEO matters, striving to grow visibility and generate high rankings for our critical keywords to drive strong ROI performance.

Your Role Accountabilities	Skills & Experience
<ul style="list-style-type: none"> <li>• Carry out keyword research, expansion and analysis to identify opportunities for target key terms and on-page optimisation as well as protect against Google algorithmic updates</li> <li>• Ensure content is fully SEO optimised and backlinks are clean and valuable.</li> <li>• Optimise copy and landing pages</li> <li>• Work with our IT team to deliver technical optimisations that are Google and Customer friendly</li> <li>• Work closely with the PPC team to create an aligned keyword strategy that complements each other</li> <li>• Educate FGH internal teams who impact SEO to ensure they understand how SEO contributes to business performance, and that they are aligned to their goals and objectives</li> <li>• Champion SEO best practices: recommend changes to website architecture, content, linking and other factors to improve SEO positions for target keywords.</li> <li>• Manage agencies, third party suppliers</li> <li>• Committed to the fair treatment of customers at all times</li> <li>• Comply with FCA regulations, where applicable</li> <li>• Demonstrate behaviours in line with our Company values</li> <li>• To take reasonable care for the health and safety of yourself and other persons who may be affected by acts and omissions at work</li> </ul>	<ul style="list-style-type: none"> <li>• Educated in Marketing, Fashion or Business Studies to A Level or Degree Level, OR have relevant experience</li> <li>• Proven experience of working in digital marketing in an SEO role for 5+ years</li> <li>• Strong technical SEO / Google understanding, including knowledge of url structures / how people navigate through organic search and indexation</li> <li>• Highly numerate and analytical</li> <li>• Experience of working with and managing a digital media partner</li> <li>• High level of drive and motivation</li> <li>• Understanding of on-site customer journey and website development</li> <li>• Experience using excel and web analytics tools</li> <li>• Ability to work under pressure to tight deadlines with high levels of accuracy</li> </ul>



	<ul style="list-style-type: none"><li>• Well organised and able to coordinate across departments and third parties</li><li>• Strong written and verbal communication skills</li><li>• Can work individually or as part of a team</li></ul>
--	--