



## NOW RECRUITING: DIGITAL MARKETING / SEO EXECUTIVE

**Job Type:** Full-time

**Salary:** £18,000

**Holidays:** 21 days + bank holidays

**Benefits :** Company pension contribution

*Are you passionate about SEO and technology?*

*Do you want to gain in-house experience across a broad range of products?*

We are currently looking for a Digital Marketing Executive with experience in SEO and PPC to join our Marketing team.

You'll proactively investigate new or emerging opportunities, have an awareness of the external market and competitor landscape, paying particular attention to the ever-changing world of digital and more importantly, using this intelligence to leverage future campaigns.

Reporting to the Marketing Manager, you will also have the opportunity to get involved in non-digital campaigns and activities and gain new skill sets in other areas of marketing.

### About Diva Telecom

Diva believes in doing things not only differently but better. We are an innovative Leeds-based B2B telecommunications company, providing a wide range of bespoke telecom solutions that include Gigabit Fibre ultrafast internet, Diva Cloud hosted telephony, audio conferencing, international & UK inbound numbers and SMS to local and international businesses.

## Key Responsibilities

- Develop and implement an SEO Strategy (keyword research, optimisation, content creation, outreach and technical SEO)
- Performing technical audits of the performance of the website making recommendations to grow traffic to the sites
- Competitor research to identify new opportunities for expansion and growth
- Analysing, tracking and reporting on regular basis of SEO performance and agreed KPIs
- Ensure all planned activity remains within budget and aligns to plan, maximising commercial value
  
- Work closely with Marketing Manager on all projects and to ensure all campaigns are fully integrated
- Sharing daily content for social media channels (Twitter, LinkedIn, Instagram, G+ Facebook)
- Stay up to date with new developments and new search engine behaviours, social media and digital marketing, and actively researching, testing and proposing new approaches

## Essential Skills

- Have at least 1 year experience within SEO and digital marketing
- Clear understanding of how Google search algorithms and penalties work
- Able to differentiate between different Google Updates based on site ranking changes, whether they be affected by coding, content or links
- Working knowledge of Google AdWords and Google Analytics
- Great research skills regarding keywords, link analysis, and search engine results, new search engine behaviours, in-depth competition analysis etc.
- Experience in managing lead generation and targeted campaigns
- Strong problem solving, analytical & reporting skills with ability to think outside the box
- Professional attitude, excellent communication skills, verbal and written

## To Apply

Please email us your CV and covering letter to [marketing@divatelecom.co.uk](mailto:marketing@divatelecom.co.uk)

