



RECRUITMENT VACANCY

TECHNICAL SEO MANAGER

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KEY FACTS

LOCATION	Stevenage, Herts (UK)
CONTRACT	Full time, permanent
SALARY	Competitive
CONTACT	people@bulletproof.co.uk

OVERVIEW

Bulletproof is looking for an experienced SEO specialist to support the ambitious growth plans of four brands within the Cyber Security and B2B technology industry. The brand-new role will form a major part of our digital lead gen strategy across all websites.

You will be responsible for scaling the organic traffic and lead volumes through technical and onsite SEO best practices. Owning all aspects of our onsite SEO strategy, you will ensure the websites are taking advantage of all technical opportunities to achieve the strongest performance within SERPs.

Keyword research, technical audits, page speed improvements, schema mark-up opportunities, keyword density optimisations, developing and executing E-A-T strategies, applying semantic SEO approaches to content development, will be (some) areas of focus and responsibility for the role.

As an experienced SEO manager, you will be responsible for ensuring all websites are taking advantage of new and upcoming ranking factors within the search engine algorithm.

You will be working closely with the PPC manager, content specialists, web designers, and web developers to help execute onsite SEO strategies, as well as being able to report the demonstrable impact of the tactics applied.

The tactics you recommend and execute will need to adhere to Google Webmaster Guidelines to ensure the likelihood of algorithmic or manual penalties are mitigated.

Advanced excel and analytical skills are required for the role, as well as an ability to clearly communicate performance summaries to the key business decision makers.

PRIMARY RESPONSIBILITIES

- Auditing the technical and onsite SEO landscape of multiple websites.
- Working closely with the PPC manager to share best practices and align efforts across the highest converting terms which deliver the greatest value to the businesses.
- Recommending changes to website architecture, content, linking and other factors to improve SEO positions for target keywords based on the highest impact likelihood.
- Working with the development team to ensure SEO best practices are properly implemented on existing and newly developed code.
- Manage the relationship with the agency responsible for off-site SEO efforts.
- Researching and communicating evolving SEO best practices with relevant business stakeholders.
- Developing link building strategy.
- Working with editorial and content teams to drive SEO in content creation.
- Managing relationships with third-party suppliers and agencies.

SKILLS REQUIRED

- Min of 5+ years of SEO strategy and marketing experience, especially as it relates to content marketing strategies, optimising website architecture, crawling and rendering, etc.
- Experience with industry-leading SEO tools like: Ahrefs, SEMrush, Surfer SEO and Screamingfrog.
- Advanced knowledge of Google Analytics and Google Tag Manager.
- Advanced Excel knowledge and analytical skills.
- Strong data analysis skills, able to develop hypotheses for fluctuations in performance and devise strategies for long-term success.
- Exceptional communication and presentation skills, and strong interpersonal skills and ability to work well in a team environment. Ability to clearly explain important concepts to various audiences.
- Highly collaborative, yet independent, able to multitask, prioritize and remain flexible in an evolving environment.
- Understanding of the changing data protection / privacy impacts on digital marketing.
- Can deliver succinct SEO performance summaries backed by expert analytic capability.
- Exceptional communication skills, verbal and written.
- Ability to build strong working relationships with colleagues and external suppliers.

BULLETPROOF BENEFITS

- 25 days annual holiday
- An additional day's annual holiday for your birthday
- Enhanced pension contribution
- Private medical insurance
- Subsidized gym membership
- Company perks platform
- Frequent team events
- Relaxed working environment

ABOUT US

BULLETPROOF

Bulletproof's innovative cyber security services are the best way to stay ahead of the hackers, take control of your infrastructure and protect your critical business data. Bulletproof's core belief is driving innovation through our range of cyber security products to deliver true value to the UK market and beyond. Key to our success is the Bulletproof SOC (Security Operations Centre). This is the command centre of our cyber security operations, home to security analysts and researchers as well as being the base of operations for our penetration testing and scanning teams, as well as our strategy/compliance consultants.

Staff are our lifeblood, and we ensure all Bulletproof team members are experts in their individual disciplines, holding relevant qualifications and certifications where appropriate. By way of example, here's a small sample of our staff and corporate certifications:

Bulletproof are:

- CREST approved
- Tigerscheme certified
- PCI DSS v3.2 Level 1 Service Provider
- Cyber Essential Plus certified
- ISO 27001 certified
- ISO 9001 certified

SERVERCHOICE GROUP

Bulletproof are part of the ServerChoice Group, an organisation with over 10 years' experience in supplying cloud-based, secure services to clients across a diverse range of industries. The ServerChoice Group of companies is a market leader in providing innovative digital/IT, connectivity and security services. With decades of experience, our focus on delivering flexible world-class services means the ServerChoice Group is proud to be trusted by SMEs and multinational corporations around the world.

USEFUL LINKS

www.bulletproof.co.uk

www.serverchoice.com

Please note that as part of the recruitment process a criminal records check will be carried out by an authorised third party.



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 www.bulletproof.co.uk