Job Description

Reference Number (Internal): 131

Job Title: Digital Marketing Assistant

Location: **Oak House, Sutton Weaver, WA7 3EH – hybrid**

Role Duties:

- Work as part of the digital team to deliver agreed targets. You will ensure websites are fully optimised for search engines and identify suitable link building opportunities.
- Writing articles, press releases, blog posts and website copy to a high standard will form a significant part of the role. This will include using AI automated tools
- Uploading content and optimising for SEO
- Sourcing and optimising images to support content
- Assisting sourcing and locating backlinks within our outreach programme.

Person Specification (Skills & Experience)

- Excellent written and verbal communication
- Excellent analytical, organisational, project management and time management skills
- Able to work well in a team
- Able to work to tight deadlines and handle multiple projects

Beneficial

- Account management skills, including emailing and calling customers to ensure they are regularly updated with verbal and written reports of progress
- Previous experience and understanding of Search Engine Optimisation with a passion to learn more
- Good working knowledge of Microsoft Office

- Good working knowledge of industry standard tools AHrefs, SEMrush, Screaming Frog, Sitebulb, Majestic and other industry standard software (training will be provided to fill any skill gaps)
- Confident in carrying out SEO audits
- Employ user experience (UX) and conversion rate optimisation methods to turn visitors into more active users and to help improve website performance
- Understand HTML, CSS, and common CMS platforms such as WordPress, SquareSpace, Shopify, Magento etc
- Ability to stay up-to-date with the latest industry trends