

CMC 430 - SEO Manager

Department Group Marketing

Reporting to Global SEO Manager

Since launching in 1989, CMC Markets has become one of the world's leading online CFD and financial spread betting providers, with nearly 66.8 million trades executed annually across Europe, Asia Pacific and North America.

CMC Markets' success is founded on its ability to deliver a wide range of trading products to customers, from single equities to indices, currencies and commodities. This means our clients don't need to go to a forex broker, futures broker or a commodities broker to trade these different instruments, they can trade them all through one trading platform. CMC Markets has pioneered the development of online trading in markets around the world to become a world leading spread betting and CFD provider.

Based in the city of London we are at the heart of both the financial service and technology industries. We're a growing team, currently investing heavily in digital people and technology. If you're looking to accelerate your career and be part of something special this is the role for you.

ROLE AND RESPONSIBILITIES

As the SEO Manager your main responsibility will be to help drive SEO performance across all our sites. Based in the UK you will need to help drive the global SEO strategy; ensuring websites adhere to a mobile-first methodology and continuing to drive on-site best practices. You will also help oversee off-site SEO activities and work with our regional offices to help them achieve their local objectives.

You will be required to deliver profitable SEO growth, leveraging strictly "white hat" tactics such as periodic competitor analysis, competitor gap analysis, a SEO-driven content strategy as well as on/off site optimisations. The role holder will work directly with the Global SEO Manager to ensure SEO strategy is feeding into overall global acquisition strategy delivering growth and profit.

We are seeking an individual who has a good level of digital experience and is looking to take on a new challenge. We offer high levels of remuneration and appreciate that work-life balance is important – that is why our senior management team has been with us for an average of 9 years.

Key responsibilities:

Help drive all SEO activity to improve key metrics and deliver significant return on investment.

Tasks:

- Leverage and contribute to content strategies to maximise SEO growth (e.g. by performing keyword research to find new content opportunities).

- Own the strategy and the execution of SEO deliverables (e.g. ensuring new pages follow best practice SEO guidelines during build and go-live, monitor implementation of technical SEO elements like structured data, etc.) within an agile methodology to ensure SEO considerations and performance are always prioritised.
- Help to define technical SEO best practice.
- Proactively monitoring and reporting back on performance of SEO initiatives, showing return on investment and progress achieved.
- Leading initiatives to improve SEO performance metrics across sites.
- Communicate and help to roll-out SEO changes across our portfolio of websites.
- Training and supporting junior members of the team.
- Providing insights into ad-hoc traffic changes.
- Provide search insights (e.g. keyword research) and optimisation recommendations to transform analysis into actionable insights.
- Performing SEO analysis and conducting technical audits across our sites.
- Offering content recommendations (e.g. topic opportunities based on keyword research).
- Educating internal teams and stakeholders on how to drive organic campaigns forward.
- Working closely with a variety of internal/external teams as well as regional offices to identify commercial SEO growth areas and to ensure SEO is prioritised.
- Working with industry tools (e.g. Screaming Frog, Google Analytics, Google search console, Semrush, Searchmetrics, Majestic, etc.) to improve SEO performance
- Be a SEO evangelist helping to direct and manage on-site audits and implementations to ensure SEO best practices are followed and adhered to.
- Work with the Global SEO Manager to define commercial SEO strategy and deliver positive return on SEO investment.
- Keep abreast of SEO industry news, trends and changes to ensure CMC Markets are at the forefront of SEO innovation.

KEY SKILLS AND EXPERIENCE

Essential criteria

- **Fluency in a popular second language is highly desired**
- Knowledge of app store optimisation (ASO) techniques would constitute an advantage
- Extensive knowledge and hands-on experience of organic search and how SEO activities influence search engine ranking algorithms;
- Strong technical SEO experience;
- Strong SEO content skills (understanding the value of content for SEO, in-depth understanding of the structure of an SEO optimised piece of content);
- Familiarity with page speed considerations (e.g. HTTP2, prefetching, dynamic image delivery, lazy loading etc.);
- Experience working with excel;

- Excellent interpersonal skills;
- Experience working globally and with international search engines;
- Educated to a degree standard;
- Digital agency SEO experience;
- ROI orientated approach to task prioritisation.

Desirable criteria (we would by no means exclude anyone who does not have these skills)

- Experience or knowledge of CFD trading and spread betting;
- Experience of working in a FCA regulated industry;
- Interest in financial products, markets or economics.

KEY OBJECTIVES/KPIS

- As per performance review

COMPETENCIES

- Communication
- Team work
- Customer focus
- Resilience and adaptability
- Problem solving

This is a great opportunity for a person that wants to build a solid career in the SEO industry because:

- You will be working closely with a very knowledgeable group of SEO experts in a company that knows the value of organic growth;
- You will learn to use and make the most out of some of the best SEO tools in the industry;
- You will be helping to implement cutting edge SEO recommendations;

The Company reserves the right to review, alter and amend job descriptions from time to time in line with business requirements.

Job Holder Name: _____

Job Holder Signature: _____

Date: _____