

## CMC431 – SEO Content Executive

**Department** Group Marketing  
**Reporting to** Group 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

Key responsibilities:

- Undertake in-depth keyword research for the SEO team as well as other stakeholders to supplement SEO content creation and optimisation efforts to improve existing search engine rankings
- Creating new content based on SEO opportunities that you or other members of the team uncover
- Working with the CMS to add or edit SEO content (e.g. page title, page description, etc.) will be part of the job so you must be comfortable making changes within the CMS (there will be no coding involved and CMS training will be provided)
- Liaising with marketing managers and overseas stakeholders to assist in the process of content creation on an international level;
- Assist the SEO team to drive all SEO activity (on-site and off) to improve key metrics and deliver significant return on investment;
- Leverage existing in-house content, creative and video assets to improve search engine performance;
- Assist in the creation of new pages and content to improve overall visibility;
- Utilise a range of desktop and web based tools in order to diagnose and resolve site content issues regarding search engine indexing and performance;
- Monitor the domain's properties via industry tools for potential issues;
- Monitor content visibility and performance against targets using industry tools like Google Analytics and Ahrefs;
- Help with the regular reporting of SEO ROI and project achievements;
- Work with the Digital, Marketing and Web Development teams and regional offices to identify commercial SEO growth areas;

- Monitor SEO tickets pertaining to your role raised within Jira to ensure they will be implemented correctly.
- Keeping up to date with SEO news and sharing any insights with the rest of the SEO team.

#### Communicating success

- It is vital that learnings and insights are shared across all regions so that successful initiatives can be replicated and low performing strategies can be re-assessed or avoided;
- Share trends and market insights via a range of internal means.

#### General

- Maintain personal/professional development to meet the changing demands of the role, including all relevant regulatory and legislative training;
- When dealing with all customers, clients or colleagues ensure that we provide a clear, fair and consistent high quality service that presents a professional and positive image of CMC Markets;
- Take all reasonable steps to ensure appropriate confidentiality;
- Undertake such other duties, training and/or hours of work as may be reasonably required and which are consistent with the general level of responsibility of this role.

### KEY SKILLS AND EXPERIENCE

#### Skills and competencies:

- Exceptional attention to detail and analytical mind-set;
- A keen interest in new and developing technologies;
- Self-starter with ability to drive projects with minimum supervision / management;
- Highly motivated and passionate about digital media and SEO in particular;
- Technical knowledge – basic understanding of analytics and how search engines work;
- Good Excel skills;
- Project management and organisational skills;
- Ability to communicate throughout all levels of an organisation both technical and non-technical.
- **Fluency in Spanish and/or Italian is highly desired**

#### Educational / experience requirements:

- Experience writing SEO-focused content
- Previous SEO experience covering strategic and hands-on activities (e.g. on-site, content, link-building and tactical SEO);
- Basic technical SEO knowledge (e.g. the role of canonicals, etc.);
- Good understanding of content SEO;
- Excellent interpersonal skills;
- Candidate must be able to work in a fast-paced, creative environment;
- Educated to a degree standard

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

- App store optimisation (ASO) experience
- Knowledge of CMS, HTML, CSS or any programming language;
- Experience or knowledge of CFD trading and spread betting;
- Experience of working in a FCA regulated industry;
- Interest in financial products, markets or economics;

CMC Markets is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of gender, sexual orientation, marital or civil partner status, gender reassignment, race, colour, nationality, ethnic or national origin, religion or belief, disability or age.

#### 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 be able to track the results of your work from beginning to end thus receiving invaluable experience by seeing the exact impact of your recommendations over time;
- You will learn to use some of the most important SEO tools in the industry;
- You will be helping to implement innovative 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:** \_\_\_\_\_