

CMC432 – Senior SEO Executive

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

Key responsibilities:

- Assist the SEO team to drive all SEO activity (on-site and off) to improve key metrics and deliver meaningful return on investment;
- Amending SEO elements within the CMS (e.g. page title/description) will be a significant part of the job so you must be comfortable making basic CMS changes (there will be no coding involved and CMS training will be provided)
- Undertake in-depth keyword research with the goal of improving existing search engine rankings
- Assist in the creation of new pages and content to improve overall visibility (e.g. by carrying out keyword research);
- Help leverage existing in-house content, creative and video assets to improve search engine performance;
- Utilise a range of desktop and web based tools in order to diagnose and resolve technical issues;
- Analysing the domains backlink footprint and proactively taking steps to identify and prevent negative SEO and unnatural link signals;
- Monitor the domains properties for potential issues;
- Monitor domain's visibility and performance against KPIs;
- Help with the regular reporting and presentation of SEO ROI and project achievements;
- Work with the Digital, Marketing and Web Development teams and regional offices to identify commercial SEO growth areas;
- Assisting the wider SEO team in putting together site audits;
- Monitor SEO tickets 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.
- Proactively research new opportunities to increase SEO visibility and conversions for all regions

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 trend 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:

- Ability to translate findings from detailed analysis into actionable insights to further the businesses digital efforts
- 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;
- Strong negotiation and interpersonal skills – confident in talking to partners of different size and level;
- Strong technical skills – solid understanding of analytics and digital technologies;
- Excellent Excel skills – skilled at advanced data manipulation (e.g. VLOOKUPS);
- Excellent communication and presentation skills, written and oral;
- Ability to communicate throughout all levels of an organisation both technical and non-technical.

Educational / experience requirements:

- **Fluency in a popular second language is highly desirable;**
- Previous SEO experience covering strategic and hands-on activities (e.g. on-site, content and tactical SEO);
- Good technical SEO experience (e.g. meta tags, sitemaps, redirects);
- Good understanding of content SEO (understanding the value of content for SEO and being able to recommend and implement on-page content changes are critical);

- Knowledge of CMS, HTML / CSS, JavaScript or PHP) is an advantage;
- Candidate must be able to work in a fast-paced, creative environment;
- Educated to a degree standard, preferably a scientific discipline;
- Digital agency SEO experience is an advantage;
- Strong understanding of statistical reporting and web analytics.

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;
- App store optimisation (ASO) experience.

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 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: _____

Internal

