

CMC293 – SEO Executive

Department: Marketing
Reporting to: Head of Digital

CMC Markets is one for the world's leading CFD, spread betting and stockbroking businesses. We have around 500 employees, over 50,000 active clients and execute nearly 33 million trades globally each year which equates to more than £1.3 trillion of turnover. We have offices in over 11 countries and are looking to expand further globally through websites managed from the UK. The business is still run by its founder, Peter Cruddas, who is one of the UK's most financially successful entrepreneurs and the firm retains a very entrepreneurial spirit internally. The business is growing at a record rate and made an Initial Public Offering into the FTSE250 in February 2016.

Based in the city of London we are at the heart of both the financial service and technology industries. We're a business in rapid transformation, 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

Purpose of role:

As SEO Executive, you will be working mainly in support of our SEO activities, however you will also have the opportunity to develop across a wide range of acquisition media.

We are a data centric business and will need you to work closely with internal business intelligence to ensure activity drives long term client value.

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.

SEO

- Help drive all SEO activity (on-site and off) to improve key metrics and deliver significant return on investment.
- Assist in the execution of link-building initiatives using a range of tactics including blogger outreach, infographics, PR, social media, the creation of surveys, whitepapers and broader creative campaigns
- 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 brand visibility
- Utilise a range of desktop and web based tools in order to diagnose and resolve technical issues
- Maintain the domains backlink footprint and proactively taking steps to identify and prevent negative SEO and unnatural link signals
- Monitor the domains visibility and performance against targets within analytics

- 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

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
- 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 (pivot tables, SUMIFs, VLOOKUPS)
- Project management and organisational skills
- Excellent communication and presentation skills, written and oral
- Ability to communicate throughout all levels of an organisation both technical and non-technical

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

Educational / Experience requirements

- Some previous SEO experience covering strategic and hands-on activities (on-site, content, link-building and tactical SEO)
- Experience executing advanced link-building strategies (blogger outreach, link-bait, content, PR, social media)
- Good technical SEO experience (meta tags, sitemaps, redirects)
- Good SEO content skills (copywriting, understanding the value of content for SEO)
- Tactical SEO experience (micro-sites, long-tail optimization, etc.)
- Knowledge of CMS, HTML / CSS, JavaScript or PHP) is an advantage
- Excellent interpersonal skills

- 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
- 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
- Fluent in another language
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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

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

Job Holder Name: _____

Manager Name: _____

Job Holder Signature: _____

Manager Signature: _____

Date: _____

Date: _____

