



SEO Assistant

Type: Full time

Who are Brick?

At Brick Digital, we are a small but growing team of marketers who are passionate about helping to build businesses through innovative and strategic search marketing. We thrive on partnering with ambitious companies, growing alongside them, and having fun along the way.

We operate with a revenue first approach to search marketing in order to deliver what our clients want most, revenue growth!

Whilst focussing on SEO and PPC, we offer a wider range of services to our clients that includes website design and email marketing.

As a growing business we are focused on internal progression and the continued development of our team to ensure our clients are working with experts in the field of search.

So if you're looking to work somewhere that values your ideas, promotes autonomy and offers a welcoming working culture, apply today!

Why are we hiring?

Due to a growing client list of ambitious companies we are looking to grow our SEO team and begin developing inhouse talent so that we continue to deliver the best results for our clients.

The Role

You will report to our digital marketing manager and work closely with the SEO team to implement the SEO strategies across our portfolio of clients from a range of different industries and sectors.

Who are we looking for?

For our search marketing assistant role we are looking for someone who is eager to learn new skills, enjoys challenging themselves, and wants to progress in their SEO career.

As an SEO assistant you will work as part of the SEO team assisting in the implementation, and creation of SEO strategies for clients. You will be supported and lead by our digital marketing manager and will collaborate with other team members to ensure clients achieve the results they expect. You will also work alongside the team on PPC, website conversion rate optimisation and content marketing.

We are looking for someone who is keen to grow and develop with Brick.. We will assist your training and development on a journey to you progressing further.



Responsibilities

- Maintaining internal campaign documentation and following standard procedures for the execution of SEO tasks
- Assisting in the development of client SEO campaign strategies alongside our digital marketing manager
- Implementing client link building outreach campaigns from idea generation through to content briefing and publishing successful links alongside our SEO team
- Conducting competitor and keyword research with assistance
- Using keyword and competitor research to create effective content briefs for writers to generate industry leading content for client websites.
- Assisting with the auditing of client website SEO and conversion rate performance
- Working closely with our Digital Marketing Manager to share insights that will benefit client marketing results
- Writing effective Meta titles and descriptions
- Editing client website content and uploading new content for the purpose of SEO
- Addressing technical SEO issues with assistance
- Keep up-to-date with the changes in the SEO industry and new strategies to understand how these can be utilised to generate even better results for clients
- Investigating and working with the latest SEO softwares including but not limited to Ahrefs, Serpfox and Screaming Frog

Skills & Profile

Required:

- 1+ years of experience in an SEO role
- Comfortable working with data in tools like Excel and Google Sheets
- Good understanding of up to date SEO strategies and experience implementing them
- Have a strong knowledge of on-page, on-site SEO and technical SEO
- Excellent attention to detail and time management
- Takes personal responsibility and ownership of projects
- Experience working on popular website CMS systems e.g. WordPress, Shopify
- Native English speaking, reading and understanding
- Excellent written and verbal communication skills
- Positive attitude to work and being part of a team
- Eagerness to develop your SEO and marketing skills further
- An analytical mindset and problem solving skills
- Experience and strong understanding of Google Search Console, and Google Analytics
- Experience using search marketing tools such as Ahrefs and Semrush

Desirable:

- Ability to identify SEO issues and resolve without support
- Experience in marketing strategy and proof of success.
- Strong understanding of backlinks, their value in SEO, how to use different types of links, and how to analyse a client backlink profile



Why join Brick?

As we grow we are looking for our future superstar managers. Which means career progression is something we take seriously! But aside from that there are plenty of other benefits to joining Brick:

Benefits and rewards include:

- Flexible working
- A company culture that promotes work life balance, fun and team support
- 23 days holiday + bank holidays (increasing by 1 day for every year with us!)
- Enrolment to our pension scheme (optional).
- A commitment to continued learning and development for our team
- Regular team lunches, socials and Deliveroo vouchers!
- Brick Digital merch like T-shirts to go with our smart casual dress code
- An amazing selection of restaurants, bars, and takeaways within a stones throw of our office!
- The opportunity to have your voice heard and contribute to the development of our brand

Salary: £20,000-£23,000 per annum - Depending on experience

Your Application:

Email your CV and cover letter to: lorenzo@brick-digital.co.uk and adam@brick-digital.co.uk