



## SEO Executive

**Type:** Full time

**Office Location:** Watford, Hertfordshire (Hybrid)

### 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!

We pride ourselves on being specialists in search marketing (SEO & PPC) and that is just one of the reasons why our clients enjoy working with us.

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 in-house talent so that we continue to deliver the best results for our clients.

### The Role

You will report to our Head of SEO and work closely with the SEO & content marketing team to implement the SEO strategies across our portfolio of clients. You will also manage the development of successful SEO strategies for your own portfolio of clients.

The role will include on-site and off-site SEO activities such as competitor research, keyword research, content briefing, content editing, link-building outreach, and more.



## Who are we looking for?

As a team of specialists we are looking for someone who is keen to excel, do great work to drive amazing results for our clients, and to be part of a dynamic team.

At Brick Digital, we focus on delivering a clear, reliable search marketing service that cuts through the jargon and, most importantly, drives more revenue for our clients. This is something we try to embody as a team so that our clients can feel relaxed running their business whilst we drive growth!

If you are someone who enjoys thinking outside of the box to create innovative solutions and thrives on seeing the great results that come as a result of them then you are what we are looking for.

## Responsibilities

- Conduct keyword research and analysis to identify valuable search terms and target audience intent.
- Assist in the strategy creation and implementation of on-site SEO activities, including but not limited to: meta information, headings, content optimisation.
- Assist in identifying and resolving technical SEO issues.
- Collaborate with content writers and AI tools to optimise new and existing website content for SEO purposes.
- Monitor website performance using SEO tools (Ahrefs, Serpfox and Screaming Frog etc.) and analytics platforms to track keyword rankings, organic traffic, and user engagement metrics.
- Assist in the identification and resolution of technical SEO issues, such as broken links, crawl errors, and website speed optimisation.
- Conduct competitive analysis to identify SEO opportunities and trends within the industry.
- Stay up to date with the latest SEO industry trends, algorithm updates, and best practices to ensure our strategies are current and effective.
- Collaborate with other teams, such as web development and content, to ensure SEO best practices are integrated into website projects from inception.



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- Implementing on-site optimisations using common CMS including Wordpress and Shopify.
- Assist in managing relationships with external partners, such as content creators, bloggers, and influencers, for link-building and content promotion opportunities.
- Contribute to the development and execution of off-page SEO strategies, including outreach campaigns and guest blogging.
- Communicate directly with clients during monthly meetings, and email where required.
- Participate in ongoing training and professional development opportunities to enhance SEO knowledge and skills.

## Skills & Profile

### Required:

- 1+ years of experience in an SEO or marketing 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 good knowledge of on-page, on-site SEO and technical SEO
- Excellent attention to detail and time management
- Experience working on popular website CMS systems e.g. WordPress, Shopify
- Fluent 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.
- Experience in running successful link building and SEO campaigns.



## 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:

- Hybrid 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
- A super supportive team of experts!

**Salary:** £26,000-£29,000 per annum - Depending on experience

### Your Application:

Email your CV and cover letter to: [lorenzo@brick-digital.co.uk](mailto:lorenzo@brick-digital.co.uk) and [adam@brick-digital.co.uk](mailto:adam@brick-digital.co.uk)

