



Job Specification: SEO Executive

Type: Full Time — Hybrid (3 days in Watford office)

Salary: £25,000–£30,000 per annum (depending on experience)

Reports to: Senior SEO Executives and Director

Role Summary

As an SEO Executive at Brick Digital, you'll work alongside and support Senior SEO Executives in delivering exceptional search marketing results for clients across a wide range of industries.

You'll play a key role in implementing on-site and off-site SEO strategies, conducting research, analysing performance, and supporting reporting across our client portfolio.

Whether you're looking to take the next step in your SEO career or you're starting out with some hands-on experience, you'll be supported through structured mentoring, AI-powered tools, and real-world SEO training that will help you grow fast in a supportive, forward-thinking team.

You'll be guided and mentored by experienced team members, learning all areas of SEO and AI Search optimisation. Over time, you'll develop the skills needed to progress into a **Senior SEO Executive** role.

This role is ideal for someone currently working in an SEO agency who wants to become more hands-on with SEO delivery, deepen their technical knowledge, and accelerate their progression toward a Senior SEO Executive role.

Key Responsibilities

Depending on your experience, you'll either take ownership of these tasks or receive hands-on training and mentoring to build confidence in them.

1. SEO Implementation & Delivery

- Support Senior SEO Executives in delivering client SEO strategies and campaigns.
- Implement on-site optimisations including metadata, headings, and internal linking.



- Assist in optimising client websites and content for visibility across both traditional search engines and emerging AI Search platforms (e.g. Google’s AI Overviews, ChatGPT, and other AI-driven search environments).
- Conduct keyword research to identify valuable search terms and user intent opportunities.
- Generate content briefs and collaborate with AI tools to refine optimised content.
- Conduct technical SEO checks and assist in resolving issues such as crawl errors and indexing problems (with Senior guidance).
- Support the setup and maintenance of tracking and analytics systems such as GA4 and Looker Studio.
- Assist in link building and outreach activities to enhance client authority and visibility.

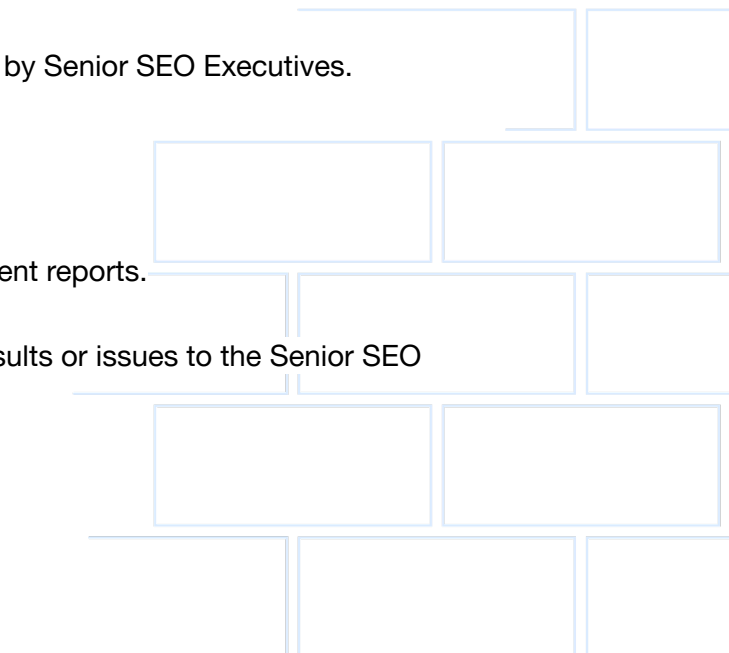
We value individuals who take pride in producing high-quality work and who proactively identify improvements across client campaigns.

2. Research & Analysis

- Carry out competitor analysis to identify keyword and content gaps.
- Use tools such as SEMrush, Screaming Frog, and Google Search Console to analyse performance data.
- Track keyword rankings, organic traffic trends, and visibility changes to identify issues or opportunities.
- Present findings clearly and logically for review by Senior SEO Executives.

3. Reporting & Insights

- Support in compiling and reviewing monthly client reports.
- Monitor SEO performance and highlight key results or issues to the Senior SEO Executive.





- Monitor and analyse AI Search visibility trends to understand how client brands appear in AI-generated results and summaries.
- Assist in interpreting data to draw meaningful insights that can inform ongoing strategies.

4. Collaboration & Communication

- Work closely with Senior SEO Executives to ensure all actions are completed accurately and on time.
- Contribute to internal discussions around process improvement and innovation in SEO delivery.
- Attend client meetings and calls where required to observe, learn, and provide support.
- Communicate effectively via email and Teamwork, maintaining a professional and helpful tone in all client interactions.

Skills & Profile

Essential Skills

- Minimum 1 year experience working in an SEO role within a digital marketing agency.
- Foundational knowledge of SEO principles and practices (on-site, off-site, and technical).
- Strong written English and attention to detail in content editing and briefing.
- Analytical mindset with the ability to interpret data and identify trends.
- Organised, proactive, and able to manage multiple tasks and deadlines.
- Eagerness to learn and develop, with curiosity about SEO, AI Search, and digital marketing trends.
- Strong motivation to develop SEO expertise and take ownership of work.



Desirable Skills

- Confidence using tools such as SEMrush, GA4, Screaming Frog, and Google Search Console.
- Familiarity with CMS platforms such as WordPress and Shopify.
- Experience building Looker Studio dashboards or other visual reports.
- Understanding of link-building strategies and best practices.
- Basic experience with AI tools (e.g. ChatGPT, Claude).

Measuring Success

Success in this role will be measured by:

- Consistent delivery of accurate and high-quality SEO work.
- Demonstrated growth in technical understanding and SEO skills over time.
- Positive feedback from Senior SEO Executives and team members.
- Contribution to client performance improvements (rankings, traffic, conversions).
- Active participation in learning, development, and collaboration.

Reporting Structure

You will report directly to a **Senior SEO Executive** for day-to-day guidance and feedback, and to the **Director** for overall performance and progression.

Salary & Benefits

- Starting salary of £25,000–£30,000 per annum (depending on experience and skill level).



- Hybrid working: 3 days per week in the Watford office, 2 days remote (Monday & Wednesday).
- 23 days holiday + bank holidays (increasing by 1 day per year of service, capped at 26).
- Flexible culture with focus on work-life balance and no routine overtime.
- Regular team lunches, summer and Christmas outings, and monthly socials.
- Company bonus scheme (after one year of service).
- Continued learning and development opportunities, including structured mentoring from Senior SEO Executives.

Summary

This is an opportunity to join a growing agency where your curiosity, commitment, and desire to learn will be valued and rewarded. You'll gain hands-on experience across every area of SEO while being part of a collaborative team that's passionate about helping ambitious brands grow through search.

