

Zen Internet Role Specification

JOB ROLE: Senior Digital Marketing Consultant – Web Solutions

Key Deliverables

Working alongside our existing team of digital marketers, supporting the Digital Marketing Manager, your role will be to manage key client accounts, conduct detailed pre sales analysis and complete a variety of tasks including; search engine optimisation, link building, social media and email marketing.

You will assist the Digital Marketing Manager with strategy and operational decisions, whilst offering coaching and support to more junior members of the team. You will be expected to generate marketing ideas and provide consultancy during client meetings as well as give analytical support on an ad-hoc basis.

This opportunity will allow you to apply your range of digital marketing skills in a challenging and varied environment, working with exciting client websites in competitive markets across a range of industries.

The successful candidate must have extensive commercial SEO experience with a focus towards on page optimisation, link building and social media. You will need a clear understanding of the digital marketing industry and be able to demonstrate the results you have achieved to date.

Key Responsibilities

- Perform in-depth analysis of new client sites.
- Manage key client accounts and relationships.
- Contribute to service and procedure improvements.
- Coach and mentor other team members where necessary.
- Share industry knowledge across the team and relay best practice to clients.
- Carry out detailed keyword research for new and existing clients.
- Act as an authority in pre-sales consultancy work, participating in client meetings and pitches.
- Plan, recommend and prepare digital marketing strategies for current and potential clients.
- Liaise with clients throughout active campaigns.
- Improve the search engine ranking of SEO clients through:
 - On page optimisation
 - Link building
- Research social media strategies, implement and monitor social media campaigns.
- Generate online and offline marketing and advertising ideas for client campaigns.
- Produce detailed performance reports (including rankings, web statistics, etc).
- Provide email marketing consultancy, manage complex sends to tight deadlines and provide insight to clients.

Candidate Profile

- Extensive commercial SEO experience operating within a range of verticals.
- A creative 'marketing head' able to brainstorm and generate ideas for clients.

- Experience managing large client accounts with regular feedback and reporting.
- Extensive and up-to-date technical knowledge of search engine optimisation (including on page optimisation and link building).
- A passion for Web technologies, the Internet and emerging technology trends.
- Proficient in Microsoft Word and Excel.
- Skilled in HTML and CSS (a working knowledge of either PHP or ASP is beneficial)
- Experience using and promoting content management systems/ecommerce systems.
- Excellent written skills (including faultless spelling and grammar)
- Experience installing and maintain blogs (ideally WordPress)
- Confident and insightful blogger who can use social media to engage and promote.
- Excellent team-working skills.
- Self motivated with a flexible attitude to working practices.