SEO and Content Manager

Basic information

Band: C
Job family: Customer Experience
Terms: Permanent
Location: Cheltenham

Reports to: Head of Marketing Communications
Team: SEO and Content
Business unit:
Customer Experience, Marketing, and Media

Role purpose:

Reporting to the Head of Marketing and managing a team, the SEO and Content Manager is responsible for working alongside the wider Marketing, Ad Ops and Web Teams, to both create and implement the SEO and content distribution strategy. The SEO and Content Manager will ensure there is alignment between our SEO approach, our value proposition, content marketing strategy, and product development roadmap. They will also drive awareness of SEO education through the organisation, promoting that all content has value.

Responsibilities:

- Accountable for all content marketing initiatives to drive traffic, engagement, customer retention, and leads that deliver sales.
- Champion trend spotting, social media/content innovation and be constantly on the lookout for emerging content, as well as social platforms and tools, to maximise business impact.
- Analyse performance of content and constantly seek ways to improve it.
- Create and build content platforms that drive audience engagement and fuels our paid, owned, and earned channels. Support marketing campaigns with the integration of content programmes to deliver deeper engagement.

- Drive best practices on Facebook, Instagram, Pinterest and Twitter, email, and newsletters, including which content and approaches work on each to generate engagement and retention.
- Set up content creation processes that fit in with the brand proposition and wider marketing strategy.
- Keep up-to-date with SEO tools, web technology, and Google's (plus other search engines') algorithms and how they affect SEO.
- Create and manage SEO strategy roadmap across technical SEO, onsite optimisation, content creation, and link building.
- Develop SEO specific KPIs, run regular audits and performance reviews to help identify which initiatives drive traffic, e.g. visibility, indexing, ranking, and benchmark performance against peers. Highlight technical issues currently holding back performance,
- Collaborate with website and development teams to implement technical and onsite SEO roadmap, to ensure new site initiatives are built in accordance with SEO best practices.
- Proactively identify opportunities for organic search improvement, and cultivate a roadmap of changes.
- Training, mentoring, and managing the SEO, content, and editorial teams, ensure effective prioritisation and delivery of team objectives.
- Ensure the integrity of inbound linking, and manage redirects to preserve link equity and ensure 404s are minimised across the site.

Accountabilities:

Financial authorities:

- Procurement authority up to the value of £20,000.

Non-financial authorities:

- People management responsibility for a small team, including three direct reports.
- Management of relationship with internal stakeholders and external suppliers.
- Authority to represent UCAS in digital channel development meetings.

Primary customers/stakeholders:
- UCAS Media Operations, UCAS Media Sales Teams, Marketing and Communications, external service suppliers, UCAS Media customers, and Digital Acceleration.

Person specification:

- Demonstrable expertise in SEO, PPC, remarketing, content marketing, content development, categorisation/structure, distribution and measurement, social media and digital advertising, link building, web and mobile web.
- A proven track record of working with multiple stakeholders across a business is essential, and an ability to persuade and influence is key.
- Brand publisher mind-set: to create the content our audience is looking for and then to optimise the path to conversion.
- Hands-on experience writing detailed technical SEO tickets for development teams to implement.

- Proven track record of managing SEO for a large consumer-facing brand and results of what SEO initiatives contributed to the business.
- Proficient user of SEO tools, e.g. Google Webmaster Tools, Brightedge, Searchmetrics, or equivalent, and technical expertise to implement SEO requirements.
- Experience with content management tools, e.g. Drupal or Wordpress.
- Advanced understanding of Google's algorithm.
- Advanced understanding of all major social networks.
- Strong analytical skills with a robust understanding of data.
- High attention to detail.
- Results-orientated and strong sense of ownership of projects.
- Excellent written and verbal communication skills.
- Excellent MS Excel/Access skills.

This role profile sets out the scope and main duties of the post at the date when it was drawn up. Such details may vary from time to time without changing the general character of the post or the level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the level of the post. All UCAS employees are expected to be flexible in undertaking the duties and responsibilities attached to their role and may be asked to perform other duties, which reasonably correspond to the general character of their role and their level of responsibility.

Our values in action

Customer – We always look through the customer lens. The logic of the customer is the logic of UCAS.

Commitment – When we commit, we deliver on time, quality, and budget, or we negotiate changed commitments for good reason. We never leave commitments uncovered.

Team – We work collaboratively. When we commit, we commit as an individual and as a team. We strive for and support team success as well as individual success.

Outcomes – We plan and do things to achieve outcomes. We define them, aspire to them, and deliver them.

Agility – We know we need to be agile when we look through the customer lens, when we make commitments, when we work in teams, and strive for the right outcomes.

Extraordinary – We are ambitious for our customers, for UCAS, and for our teams. We want more than ordinary outcomes – we strive to achieve extraordinary outcomes, extraordinary customer focus, and an extraordinary culture of high performance and quality of focus.