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| **ROLE Title:** | **SEO EXECUtive** | | **DAte:** | | 6th January 2025 | |
| **GRADE:** | Grade C | | **Business Unit:** | | Performance Marketing | |
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| **Role** | | **Key Responsibilities:** | | **Skills / Knowledge / Experience:** | | **Competencies / Values** |
| **Role Purpose**:  SEO Executive responsible for briefing and executing tasks from SEO roadmaps. Must follow SEO best practises that increase traffic to the RAC domain organically via search engines through optimised rankings of commercial keywords for core RAC products.  Role works collaboratively within the in-house RAC SEO team, internal stakeholders and an external SEO agency to deliver a roadmap linking to the RAC’s SEO strategy. This encompasses a mix of technical, on page and off page optimisation to key core landing pages, whilst additionally managing the wider RAC domain to SEO best practises.  **Role Dimension: Financial**   * Meeting compliance regulations internally when briefing work * Financial and Performance KPI’s Reporting   **Non-Financial:**   * Deliver the RAC’s SEO roadmap across relevant verticals * Assist in monitoring the technical health of the RAC domain through close management of search insight tool KPIs * Support growth of SEO commercial rank and traffic by assisting with SEO first, customer-facing product and on-page content. * Work collaboratively with Content Team, product owners and external teams to support wider product search engine optimisation   **Reports to:**  SEO MANAGER  **Relationships Internal:**  Performance Marketing Team  SMR Squad  Content Team  SME Team  RAC Studio  **External:**  SEO Agency  External content suppliers | | **What the role must deliver:**   * Assist with the delivery of annual SEO revenue budget * Play a vital role in the implementation of SEO strategy, ensuring that all work is briefed to a high standard and supports RACs ambition to be the number one breakdown provider across all highest-ranking breakdown cover keywords * Implement set tasks from an annualised SEO roadmap of actions working with external and internal stakeholders combing on-page, off-page and technical recommendation that support growth of visibility and SEO rankings * Where relevant in role, support acquisitions team promotional roadmap by briefing and implementing promotional offers across key SEO landing pages, with a collaborative approach to achieve an ‘SEO first’ execution to deliver optimal traffic to offer * Monitor, maintain and troubleshoot technical best practises to ensure key landing pages are optimised for search engines to maximise ranking opportunity * Deliver clear, data led insightful reported views when needed that support key trading conversations and targets * Collaborate with Content Editor to ensure DRIVE is fully utilised to support SEO goals * Champion SEO by supporting the wider digital teams knowledge of industry news, updates, algorithm updates and changes of requirements to ensure RAC remains ahead of search competition * Provide SEO recommendations that supports wider internal and external teams leading to optimisation and best practises for other RAC products * Manage on-page compliance processes to ensure that we uphold the highest standards that adhere to our FCA compliance processes and documentation of these processes | | This role would be suited to an individual:   * Someone with an interest in SEO with up to a year’s worth of experience or a relevant marketing degree * An understanding of SEO best practices and optimisation techniques * Some experience with implementing SEO/marketing strategies with proven results * Strong blend of technical, creative and analytical skills * Prior experience of technical SEO, such as running technical SEO audits * Adept use of Google Search Console and other similar platforms * demonstratable experience of on-page SEO techniques * Knowledge and understanding of Google algorithm updates * Experience of working within a performance managed team delivering to KPIs and commercially aware * Organisation and time management skills, the ability to manage their own workload and work autonomously from briefs * Account management skills, the ability to hold accountability for third party relationships and strategical roadmap delivery * Comfortable working to tight deadlines within a fast-paced working environment, whilst maintaining good verbal communication skills and a positive team ethic are key   **Qualifications/FSA:**  University degree desirable | | **RAC competencies – Level 3:**   * + Achievement Drive   + Building Relationships   + Team Working   + Commercial Awareness   + Continuous Improvement   + Values Fit   + Specialist Knowledge   **Values**  **Handle it Together**  I share ideas and work across functions to achieve the best results for the business  I demonstrate the courage to positively challenge others  **Exceptional Service**  Delivering excellent results and service, every time  I understand the business strategy and make sure our work supports our goals    **Raise the Bar**  I'm driven and ambitious to be the best I can be and always look for ways to improve  I challenge myself and others to do better every time and set stretching targets  I never stop learning – actively seeking ideas and opinions from other people, learning from my mistakes and sharing my learnings with other    **Own It**  I lead by example – I do what I say I will and take ownership of issues and solutions  I'm trusted to be part of the solution and achieve the right outcomes for Customers and Colleagues  I'm passionate and committed to making a positive difference |