



## Job Specification

### Search Engine Marketing Executive (SEME020622)

#### About Escaping Gravity

Founded by two of the UK's most successful digital marketing veterans, Escaping Gravity is a Global SEO Consultancy which helps global challenger brands grow their online sales through tailor made SEO programmes.

We aim to become the UK's leading SEO experts for the next generation of Direct to Consumer brands (DTC) and Direct to Business brands (DTB). We will achieve this by helping brands, who are using Shopify and other e-commerce platforms, to build market share and profits, through the use of our bespoke SEO services.

Due to a number of recent, new client account wins we are looking to expand our busy team.

#### The Role

Want to develop your digital marketing skills in a fast paced and friendly company?

We are looking for someone who wants to build a career in SEO and who can help us support our growing client base. You will have a basic understanding of the concepts of digital marketing and an interest in copywriting. You will also be numerate, a good verbal communicator and have an excellent eye for detail.

This is a graduate (or equivalent) entry position with full training and support provided.

You will be responsible for creating and curating optimized content for inclusion on external client websites, working with full guidance and support from senior team members. You will be expected to deliver content on brief and on deadline with the flexibility to create or change content at short notice.

You will be given training on how to analyse and report on the results of your work and build upon these to improve ongoing campaign performance.

Once you have confidence in all the necessary skills for the role, you will be given one or more client accounts to manage on a daily basis, with support from the Search Engineer for these accounts. You will work with them to devise and implement effective strategies for SEO supporting the growth targets for these clients. Building a good working relationship with client-side personnel will become part of your role.

On a daily basis you will be responsible for

- Creating long form content for SEO placement
- Identifying new content opportunities from wider source material including client promotional material or data led insights
- Identifying new link opportunities and relevant locations to share brand content and encourage links
- Monitoring and reporting on quantifiable SEO statistics
- Helping other team members with their work
- Taking an active role in team and client meetings



You will also have the opportunity to work with rest of the team on putting together performance presentations for clients and new business proposals.

#### The Requirements for the role

You will be a keen self-starter with a proven interest in writing articles and creating content for publications, social media and other digital channels. You will have excellent written English, numeracy and attention to detail will be very important to you.

We expect you to understand the basic concepts of SEO and where it fits in the digital marketing mix. You will also have real experience in writing to a brief and deadline.

You will have some skills in:

Word Processing (Word, Google Docs)  
Wordpress/CMS  
Canva  
Adobe Design  
Google Analytics

Video Editing would be useful  
Foreign languages would be useful

#### Other Details

This is primarily a remote working position within the UK but with a meeting two days a month at the company offices at The Clock House, Bucklesham Hall, Suffolk or another UK location of the company's choosing, to catch up with the team. There may also be occasional visits to client offices or other UK locations.

This is a full-time position, and you will be expected to be available between the working hours of 9.00am to 5.30pm (with a break for lunch) but may extend beyond these hours if required to meet project deadline

You will be provided with a company laptop and airpods, plus relevant access to Slack, Google Workplace, Zoom and other tools as required.

It includes four weeks annual paid holiday, plus bank holidays and company pension scheme.

We look forward to hearing from you and telling you more about the role and potential future career development at Escaping Gravity.