

SEO & PPC Executive

Full Time – Monday to Friday 9am to 5pm

No recruitment agencies

Bowler Hat is a digital marketing agency that helps clients to market their business through strategy, content marketing, social media, SEO, PPC, and online advertising.

We currently have a role in the search marketing department with a focus on Search Engine Optimisation (SEO) and Pay Per Click (PPC) marketing. We are a small yet rapidly growing business with big plans so there is potential for rapid progression for the right candidate.

This role is ideal for someone wanting to take the next step in their career and develop their talents by working with a range of brands and clients in a creative agency environment.

Responsibilities

- Search engine marketing campaigns
- Developing search engine marketing strategies
- Keyword / competitor research and analysis
- Search Engine Optimisation: local, onsite and authority building
- Paid search campaigns utilising Google AdWords and Bing Ads
- Measurement using Google Analytics & Google Tag Manager
- Client communication & reporting
- General and technical administration

Skills & Experience

The ideal candidate will have:

- Knowledge of Google Analytics, Google Search Console & SEO tools
- Experience with local SEO, website optimisation and authority building
- Up-to-date knowledge and interest of digital marketing, including an understanding of how other channels integrate with SEO
- Strong communication skills
- A desire to learn more and an ambition to further your career
- An ability to manage multiple projects, meet deadlines and work well under pressure
- Strong analytical, attention to detail, and data-driven skills
- At least 1 year agency experience

These skills are desirable but can all be taught to the right candidate. What we can't teach is a real passion and desire to succeed, so we value that over all of these specific skills.

Summary

This is an exciting opportunity to help us develop the SEO side of the business and to get in on the ground floor of a small, but rapidly growing digital agency. Once you apply, we will send you a simple task to complete to test your knowledge on SEO. Once the task is complete and sent back to us, we will be in touch regarding an interview.

If you are interested in the role please send an email to ryan@bowlerhat.co.uk and make the subject line the title of the role you wish to apply for.