

SEO Specialist

Introduction

The Oxbridge Research Group (TORG) is a small but rapidly growing academic research company of some twenty-five employees, based on Charlotte Street in Central London.

Through a freelance and in-house network of more than 2000 academics from Oxford and Cambridge University, we provide a wide range of academic support services predominately for an underprivileged international student clientele. These include: model essays, dissertations and personal statements; private tuition; academic, literary and commercial editing; university, legal and investment banking careers advice . . . and more besides.

The Position

TORG is looking to appoint an experienced SEO specialist to ensure that all websites are fully optimised and ranked highly on both UK and selected international search engines. The role will require a person who is confident in all aspects of SEO, from content writing to analysing performance metrics. You will be responsible for delivering sales against revenue targets for TORG's services, and work closely with both the sales teams, and our in-house web development team.

Initially reporting directly to the Managing Director, your main duties will include:

- Producing a comprehensive technical and content review of current sites SEO performance.
- Produce a detailed blueprint of how to significantly improve ranking and traffic to the site including keyword research.
- Implement plan (initially on a single site).
- Working alongside internal developers and Project Manager to ensure future sites are built in the the most SEO efficient way.
- Produce SEO reports on a monthly basis.
- Keeping up-to-date with SEO developments and be well placed to take advantage of any changes.

Requirements

Ultimately we need someone who is analytical, has good writing and communication skills, can take initiative, contribute ideas and possess the drive to build a successful career within The Oxbridge Research Group.

Essential

- The ability to quickly and effectively produce results.
- An in depth understanding of search engines, search engine optimisation and factors that influence high rankings.
- Prior commercial experience (12 months) occupying a marketing role with firsthand exposure to SEO / Natural Search.

Preferable

- Have knowledge of analytics packages, preferable Omniture.
- Strong copywriting skills.

Package

We are offering an excellent opportunity to work within a talented and progressive team, with a good working environment in a number of innovative business areas.

- Full-time, £30,000 - £35,000 per annum plus performance bonus.
- Company pension scheme.
- Company healthcare scheme.