



**Title: Search Engine Optimisation (SEO) and Website Developer Manager Role**

**Location: Central Manchester**

**Salary: £20,000 - £30,000 (*Depending on experience*)**

## **Introduction to the Role:**

**We are looking to recruit an experienced (SEO) Search Engine Optimisation Manager with a minimum of three years of experience and a wealth of knowledge on the best practices in technical SEO, Content Marketing, Graphic Design and website development.**

The SEO and Web Manager will manage and execute implementation of our SEO strategy and improve overall organic search visibility. The SEO and Web Manager will oversee all aspects of the digital activities with a particular focus on Search Engine Optimisation, keyword ranking, data analysis, conversion rates and optimising content.

Pearl Scan Group based in central Manchester with excellent public transport links as well as free car-park facility, established 12 years ago, to serve a growing document management market. Privately owned enterprise and has an ambitious growth plan to grow the business at least by 300%, by 2020 through diversification, acquisition and increased business development activity.

The successful candidate will report directly to the senior management. The role would suit someone with a strong understanding of Search Engine Optimisation optimisation, content marketing, website development and graphic design.

## **Professional Competencies**

- Outstanding ability to think creatively and strategically
- Identify and resolve problems
- High level of integrity, autonomy and self-motivation
- Excellent analytical, organisational and project management skills
- Demonstrable track-record of delivering successful SEO & PPC campaigns.
- Always looking for new and innovative ways to build and develop the business, and build your own career



## Professional Skills and Qualifications

- Advance CMS Management (Joomla and Wordpress)
- Knowledge of Google and Bing webmaster tools
- Understanding of Google Analytics and lead conversion
- Understanding of Search Engine Optimisation analysis software
- Knowledge of Adobe Photoshop and Illustrator
- Understanding of HTML, CSS and PHP
- Experience with content marketing and blogs
- Knowledge of white hat link building strategies
- Experience with social media platforms (LinkedIn, Twitter and Facebook)
- Knowledge of mailing campaigns
- Excellent verbal and written communication skills
- Equally able to work as part of a team or individually.

## Desirable Experience:

Minimum 3 years of senior Search Engine Optimisation and website Manager Role in a B2B environment.

This is a great opportunity to build and develop your career by working in a rapidly growing business who greatly invest in the training and development of their employees. If this sounds like the perfect job for you, then get in touch and send your CV to [hr@pearl-scan.co.uk](mailto:hr@pearl-scan.co.uk)

Pearl Scan Group is an equal opportunities employer.