

JOB DESCRIPTION

Job Title: Technical SEO manager

Department: SEO

Reporting to: Head of SEO

The Department

The Digital Marketing department is responsible for Group's global digital footprint, including demand generation and conversion across all online and mobile channels globally.

Purpose of Job

Reporting into Head of SEO, the Technical SEO manager is a senior role within SEO. Working closely with Head of SEO, the role is pivotal for company's continual growth into 2017 and beyond, both in the UK and internationally. The role holder will assume responsibility for the technical SEO roadmap and will be tasked with introducing a step-change in our organic results by aggressively growing global SERP rankings across multiple core and auxiliary products / websites via technical change.

Key Responsibilities & Accountabilities

- *Own and manage global technical SEO roadmap to deliver profitable search engine rankings in new and existing markets*
- *Formulate global on-site technical strategies to drive profitable SEO growth, improving SERP positions across head and tail terms, leading to global growth in organic traffic*
- *Liase with all product owners to manage the backlog and ensuring SEO improvements are briefed, understood and prioritised*
- *Be a technical SEO evangelist, conducting all on-site audits and implementations to ensure SEO best practices are followed and adhered to across multiple Group's domains and subdomains*
- *Present regular KPIs reports to senior stakeholders showing growth and progress achieved*
- *Work closely with other teams (**Development**) and other Digital channels (Affiliates, Display, Conversion, Mobile, PPC and Social) to maximise Group's return from SEO*

Essential Criteria:

- Substantial hands-on SEO experience, covering technical, on-site, and tactical SEO strategies in ultra-competitive sector (iGaming / gambling, finance, retail or travel – iGaming / gambling preferred)
- Experience managing a large websites technical SEO roadmap delivering positive ROI and profit levels
- Demonstrable track record of developing and executing multi-region technical improvements leading to noticeable improvement in organic rankings in different regions and across different language groups
- Web development / programming background
- Strong agile experience and experience getting functionality delivered within an agile environment

- Strong technical SEO experience (crawling, indexation, site architecture, redirects, geo-targeting, domains management, hosting / DNS configuration, schema.org, hreflang, metas, sitemaps, etc.)
- Strong Tactical SEO experience (micro-sites, long-tail optimisation, etc.)
- Understanding of Umbraco and front-end technologies (HTML, CSS, JavaScript) and how these can be utilised to maximise SEO potential
- Understanding of back-end technologies (iss, apache) and how these can be utilised to maximise SEO potential
- Highly numerate and interested in working with data to drive decisions
- Able to come up with new and creative approaches to achieve results
- Demonstrates consistent logic, rationality, and objectivity in decision making

Desirable Criteria:

- iGaming / gambling industry experience
- Passion for technology

Person Specification:

- Sets high standards of performance for self
- Ability to work autonomously
- Adaptable to change
- Team player
- Assertive