

Job Description: Website & SEO Executive

£28,000 - £35,000 Full Time Salary

General & Medical are a long-established company in the provision of medical and other specialist insurance services to professionals, businesses and families both within the UK and internationally. Although providing medical insurance remains a core activity for the Group, we have developed many other services and insurance products available through our divisions and subsidiary companies.

We have an exciting full-time opportunity for a career minded SEO specialist who can work as a member of the team and contribute effectively in a professional manner across a busy office environment. You will need excellent technical skills and be able to organise your work effectively, helping to develop activities such as content strategy, quality link building and keyword strategy in order to increase rankings on all major search networks. You will also manage all Search Engine Marketing Campaigns with an expectation for driving business interest in our Company and maximising return on investment. The position will require determination and an ability to organise a schedule to promote the range of products that we have available and support organisational goals around brand awareness, traffic growth, customer acquisition and retention. This is a great opportunity to apply your expertise to add value and work across multiple channels.

About this position:

- Optimise copy and landing pages for search engine marketing.
- Perform ongoing keyword discovery, expansion and optimisation.
- Research and implement search engine optimisation recommendations.
- Research and analyse competitor advertising links.
- Develop and implement a quality link building strategy.
- Execute tests, collect and analyse data, identify trends and insights in order to achieve maximum ROI in paid search campaigns.
- Track, report and analyse website analytics and PPC initiatives and campaigns.
- Manage campaign expenses, staying on budget, estimating monthly costs and reconciling discrepancies.
- Work with the development team to ensure SEO best practices are properly implemented on newly developed code.
- Work with editorial and marketing teams to drive SEO in content creation and content programming.
- Recommend changes to website architecture, content, linking and other factors to improve SEO positions for target keywords.
- Integration of marketing plans with brand campaigns to drive brand to demand.
- Develop an understanding of how the functions of the role interlink throughout the business and impact on others.

Personal performance, conduct and development

Meet targets and take responsibility for own performance:

Remain abreast of current processes and services offered by the company and be aware of changes to legislation by the Financial Conduct Authority (FCA). Cascade any information / changes in legislation to work colleagues.

Work in Accordance with the company policies and procedures:

Be aware of and adhere to Company policies and procedures. Work in a way that meets the statutory requirements of employees under legislation.

Flexibility and Team Work:

Work flexibly as part of a team to meet the needs of the customers of the Company. Value each team member's contribution and help colleagues to perform to the best of their abilities.

Professionalism:

Set a good example to other staff in attitude to work and general working practice. Deal with all colleagues and customers in a professional manner. Maintain a professional working relationship with direct reports in order that there is no issue in dealing with any unacceptable performance and/or conduct.

What you can expect from us:

- Regular and Full Time Monday to Friday hours
- £28,000 - £35,000 Full Time Salary depending on experience
- Attendance Bonus
- Access to Pension Scheme
- Great Annual Leave Benefit including additional family days
- Free Worldwide Multi Trip Travel Insurance Cover and discounted rate for family members
- Cash benefits linked to Personal Accident, Life Cover and Critical Illness
- Monthly Employee Rewards Scheme
- Commitment to Employee Learning and Development
- Access to Wellbeing Services and Discount Scheme
- Free tea, coffee and fresh fruit
- Friendly working environment in Peterborough – convenient location close to the A1

Our greatest strength is our people – professional, driven yet grounded and fun to work with. If our culture sounds like a good fit for you and you want to be part of our exciting journey then please send a copy of your CV to jobs@generalandmedical.com