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| Job Title: **SEO/PPC Lead** | Current Job Holder(s): N/A |
| Department: **Marketing & Communications** | Date Created/Amended By: **Feb 24/HM** |

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| **DEPARTMENT DESCRIPTION**  The primary role of the Marketing and Communications department is to deliver marketing support and expertise to the independent Consultant network.  Utilising a joint sales and marketing plan, this drives Consultants to build their business through dieter acquisition and Consultant recruitment, whilst raising awareness and consideration of the brand. Leading marketing and direct sales principles are delivered across all channels and touchpoints to grow and maintain the sales and business growth metrics.  The department is also responsible for providing marketing support to international distributors and delivering an internal communications plan to all employee stakeholders. |

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| **JOB PURPOSE**  Responsible for driving the digital marketing strategy to enhance online visibility and achieve business objectives. This role involves developing and executing comprehensive SEO and PPC strategies, conducting keyword research, optimising website content, managing PPC campaigns, and analysing performance metrics. |

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| **RESOURCES MANAGEMENT**  **Management responsibility for**: None  **Reports to:** Digital Marketing Manager  **Budgetary/financial framework:** N/A |

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| **KEY RESPONSIBILITIES**   * Develop and execute comprehensive SEO strategies to improve organic search rankings, increase website traffic, and drive conversions. * Lead the planning, creation, implementation, and optimisation of PPC campaigns across platforms such as Google Ads, Microsoft Ads, Bing Ads, and social media advertising to generate qualified leads and achieve business goals. * Execute tests, analyse results, and identify trends and insights to achieve maximum ROI in paid search campaigns. * Conduct thorough keyword research and analysis to identify target keywords and optimise content and landing pages for search engine optimisations. * Research, create and implement content recommendations for organic SEO success. * Monitor and analyse website performance metrics, including traffic, keyword rankings, and conversion rates, to identify opportunities for improvement and optimisation. * Regularly carry out SEO technical and content audits and recommend changes to website and app architecture, content, linking, etc, to improve SEO positions for target keywords. * Support Digital Marketing Manager on Community Management (e.g. Social, Trustpilot etc.) and CRM opportuninites and content to drive lead generation. * Collaborate with cross-functional teams, including content creators, web developers, designers, and external agencies to ensure SEO best practices are integrated into website and app development and content creation processes. * Stay up-to-date with the latest trends and best practices in SEO and PPC, and provide guidance and training to team members on new strategies and techniques. * Prepare regular performance reports and present findings to stakeholders, providing insights and recommendations for future campaigns and optimisations. * Undertake other duties and tasks that from time to time may be allocated to the jobholder that are appropriate to the grade of the job * Comply with all relevant internal rules, policy and procedures, including those relating to Health and Safety, Data Protection etc, and all those contained within the issued Employee Handbook. * You are responsible for effectively implementing communicating and maintaining a food safety culture that supports the realisation of safe product as outlined within the FSSC22000 * You must ensure all activities relating to food safety management system are adequately resourced and that all personnel carrying out activities that have an impact on food safety are adequately trained and competent * You must also ensure conformance to the company’s food safety policy at all times champion good manufacturing practices and behaviour’s and ensure all designated food safety objectives are realised * Promote and demonstrate the company’s core values and behaviours |

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| **MAIN JOB REQUIREMENTS**  **Education/Qualifications/Training:**  **Specific Experience:**  **Required**   * 3+ years SEO and PPC/SEM experience * Proven track record of success in lead generation / conversions rate optimization and campaign management * Proficiency in SEO tools such as Google Analytics, SEMrush, and Moz, as well as experience with PPC platforms like Google Ads, Microsoft AdsBing Ads * Experience of working with and managing relationships with third-party agencies * Copywriting experience across paid and organic platforms   **Desirable**   * Interest in health, wellness and/or weight management * CRM experience   **Abilities/Skills/Knowledge:**   * Paid Media budget management and reporting * Campaign planning, delivery, and reporting * Effectively managing agency relationships and performance * Excellent analytical skills and a data-driven approach to decision-making, particularly with a commercial and reporting mindset. * Excellent organisation and project management skills with the ability to partner with cross-functional teams and drive results in a fast-paced environment * Ability to adapt to changing priorities and commercial requirements * Be creative and bring new ideas to the role |