

LAITHWAITES

Position Title	SEO Executive
Reports To	SEO Manager
Overall Job Purpose	<p>We've travelled from Bolton to Bordeaux to Barossa and everywhere in between since 1969, going further than anyone else to find great wines for our customers. We go off the beaten track to find unsung winemakers and unexpected places because they're the inspiration for the best stories and the tastiest wines.</p> <p>We are people people. We're wine nuts, pure and simple! When we're not out there finding great wines, we're enjoying them just like our customers.</p> <p>We have great working culture here and there are plenty of opportunities for growth and development at all levels.</p> <p>We are seeking an enthusiastic SEO Executive to join our marketing team. Reporting directly to the Senior SEO Manager, you will play a crucial role in implementing and optimising SEO strategies across various projects and websites within the Direct Wines Group.</p> <p>This is an excellent opportunity for someone looking to develop their SEO skills within a dynamic and forward-thinking environment.</p>
Key Responsibilities	<p>Keyword Research: Support with keyword research to identify new opportunities and inform content strategies.</p> <p>Competitor Analysis: Conduct regular competitor analysis to identify industry trends, keyword gaps and link building opportunities.</p> <p>Content SEO support: Assist in developing content briefs aligned with keyword research and SEO best practices, optimising website content and identifying content gaps to inform new content creation.</p> <p>On-Page SEO: Optimise meta descriptions, title tags and other on-page elements for improved search engine visibility.</p> <p>Technical SEO Support: Provide regular technical SEO audits, identifying and flagging issues such as crawl errors, broken links and site speed problems.</p> <p>Link Building Support: Assist with link building initiatives, such as identifying new backlink opportunities and carrying out administrative outreach.</p> <p>Performance Monitoring & Reporting: Monitor website performance using tools like Adobe Analytics, Google Search Console and Brightedge, and contribute to regular SEO reports.</p> <p>Stay Up-to-Date: Keep abreast of the latest SEO trends, algorithm updates and industry best practices.</p> <p>Cross-Team Collaboration: Work collaboratively with other internal teams, including content and web development, to ensure integrated digital strategies.</p> <p>Support the SEO Lead: Provide direct support to the SEO Lead on various tasks and projects as required.</p>

LAITHWAITES

Essential	<ul style="list-style-type: none">• Proven experience in an SEO role within an in-house marketing team or agency.• Solid understanding of core SEO principles, including on-page, off-page and technical SEO.• Familiarity with SEO tools, such as Google Analytics, Adobe Analytics, Google Search Console, Screaming Frog, SEMrush, Ahrefs, Brightedge, Moz, etc.	
Desirable	<ul style="list-style-type: none">• Strong analytical skills with the ability to interpret data and draw actionable insights.• Basic understanding of HTML/CSS	
Personal Qualities and Skills	<ul style="list-style-type: none">• Excellent written and verbal communication skills.• Proficiency in Microsoft Excel/Google Sheets.• A proactive attitude with a strong desire to learn and develop.• Ability to work independently and as part of a team, managing multiple tasks and workstreams effectively.• Strong ability to collaborate effectively across multiple teams and functions	