

# SEO Account Manager

## Reporting to

Punch's Agency Management Team, including business' founder & MD.

## Purpose of job & primary objectives

We are currently looking for a talented, experienced, client-facing SEO Account Manager/Digital Project Manager to maintain our continued expansion and work alongside our SEO team and potentially other digital project areas.

## Key responsibilities

As well as helping to develop and shape the direction for SEO and potentially other digital campaigns, the successful candidate will take a leading role in the day-to-day management of our global brand SEO accounts, shaping the direction of future SEO projects and campaigns. A client facing position, as an SEO Account Manager you will also work closely with our client partners to develop responses to briefs and build relationships.

## Main duties

- Project management and campaign oversight/execution
- Idea generation for SEO projects
- Analytics report development and analysis
- Site hygiene / maintenance
- Client and external stakeholder liaison
- New business / project development
- Internal communications, mentoring and team leadership
- Liaison with all other teams within Punch where required

## Skills & experience

Ideally two to five or more years of agency or client-side experience working with major brands in an SEO role (such as one or more of those listed above), or with a deep understanding of search engine optimisation practices and skillsets. We're keen to hear from energetic self-starters, with excellent client skills, a positive mindset and hands-on approach to SEO.

The successful applicant will ideally have experience in the following areas:

- Site hygiene and maintenance
- Screaming frog crawls and analysis
- Google and/or Omniture analytics reporting
- Usage of SEO tools such as SEMRush, Moz, Majestic, Ahrefs
- Technical SEO
- Keyword and content analysis
- Programming/development languages such as Javascript, HTML, CSS, JSON
- Amazon optimisation

## About us

The Punch team is ambitious, dynamic, professional, creative, respectful, responsible and energetic. We are mutually supportive, thrive on change and enjoy an open, transparent and honest team structure. We would love to hear from like-minded, hardworking, dedicated but fun-loving individuals.

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