

Job Description



ROLE	Account Executive
REPORTING TO	Account Manager
DISCIPLINE	SEO
CLIENT(S)	Variety of verticals
SALARY	TBC
BENEFITS	25 days holiday, season ticket loan, corporate gym membership, on-site massages, daily breakfast, free eye tests, pension scheme
INTERVIEW PROCESS	Call -> Round 1 -> Round 2

The Role



Job Description

Outreach and promotion

- Deliver outreach campaigns that comply with Google guidelines.
- Deliver outreach activity for a selection of clients.
- Create media lists for content seeding.
- Develop relationships with publications and blogs.
- Work closely with the content team to create results driven outreach campaigns.

SEO strategy

- Keyword research based on an understanding of semantic search.
- Onsite technical and content audits
- Off-page metric analysis
- Penalty removal
- Competitor analysis
- Monthly reporting including ranking and traffic analysis

Candidates Need to Demonstrate

- At least 1 years' experience in SEO/Digital PR preferably agency side.
- An understanding of how PR and earned media play a key role in an outreach strategy.
- Have a thorough understanding of the web – focussing on social and search .
- Have worked with online media – newspapers, magazines and blogs.
- Impeccable communication skills – written and oral.
- SEO Research & Development: keyword research, on page optimisation, opportunity Identification and Monitoring Rankings.
- SEO knowledge of search engine algorithms is crucial.
- Understanding of CSS, HTML and W3C standards.
- An understanding of the SEO implications of using certain web frameworks and CMS's.
- Thorough Knowledge of web analytics and techniques.
- Thorough knowledge of MS Excel (formulas), Word, PowerPoint and Outlook.
- Strong numeracy including capability with formulas.
- Enthusiastic and confident individual with the ability to interact well with people on a personal and professional level and thrive in a fast-paced, high pressured environment.

Clients & Awards



Clients



Awards



Our Benefits



You may have wondered what makes a digital agency like STEAK. The short answer is the people. But in order to give you a more rounded explanation for our success we thought we'd give you a sense of who we are and the things we enjoy.

STEAK is shaped by restless minds who come together to create a culture of inspiration and exploration. We're an eclectic mix of technology enthusiasts, early adopters of all things digital and brand focused strategic marketers.

We have three official company parties a year (as well as many unofficial ones); Summer, Winter and Halloween. For our 2013 Winter party we all headed to Chamonix in the Alps for a weekend of skiing! Other parties have included a trip to Euro Disney, a weekend Glamping, a boat on the Thames and Sports Day. We're firm believers that a team that plays together, stays together.



Some of our benefits

- Subsidised gym membership
- Free daily breakfasts and fruit
- Regular company parties
- Cycle to work scheme
- Regular sports tournaments (football, netball, softball and bowling)
- On-site massages
- Childcare vouchers
- 25 days holiday per year
- Season ticket loans
- Profit related pay

