

Job Title:	SEO Account Manager	Position Type:	20 hours a week
Location:	Kingston and based at home	Travel Required:	Travel to clients will be required on an ad hoc basis

We create a better digital experience through creative and innovative thinking. We are a family run award-winning Web Design & SEO agency, dedicated to business growth. Based in Kingston upon Thames, we offer organic & local SEO campaigns and bespoke web design. As a boutique agency, our clients receive a tailored, personalised approach to their web and digital marketing and perceive us as an extension of their own marketing department.

Our Qualities: honest, creative, informed, ethical

Salary: starting at £20,000 pa

Job Description

ROLE AND RESPONSIBILITIES

PROJECT MANAGEMENT

- Start projects with clients; present ideas and project plans
- Communicate regularly with clients to provide updates on project progress
- Plan the project and delegate tasks to the SEO team
- Talk to the SEO team to ensure work is scheduled appropriately
- Deliver projects within client budget and timelines
- Monitor project budgets
- Manage the SEO team

ACCOUNT MANAGEMENT

- Chair review and strategy meetings with clients taking responsibility for ensuring action points are listed and achieved
- Plan monthly workflow
- Deliver monthly insight reports to clients
- Monitor retainer budgets

CUSTOMER SUCCESS MANAGEMENT

- Maintain regular contact with clients
- Assist with onboarding new customer accounts, manage the complete customer post-sales lifecycle, establish critical goals and aid the customer in achieving their goals and success
- Build, nurture and grow relationships within the portfolio to better understand clients’ business challenges and help them execute against their communication strategies
- Take responsibility for driving customer retention and growth in line with business objectives

- Undertake regular health checks to mitigate churn and identify growth opportunities
- Develop a sound knowledge of client's objectives, campaign results and what success means to them
- Exceed client expectations
- Ensure clients are capitalising from all the products and services that can be supplied to them through regular communication and demonstration

NEW BUSINESS

- Support the Managing Director with new business pitches
- Attend new business meetings

In addition to the above, the job holder will work alongside the Head of SEO and Managing Director to develop and improving existing SEO processes

ESSENTIAL SKILLS

- A strong background in technical SEO excellence
- Experience of and a thorough understanding of the elements that underpin a successful SEO campaign to increase organic search presence
- Strong client facing and verbal communication skills
- The ability to build effective relationships quickly
- Effective personal organisation and time management skills
- The ability to draw insights and make recommendations from data analysis
- Proven project management & delegation skills

QUALIFICATIONS AND EDUCATION REQUIREMENTS

- Educated to degree level at 2:1 or above is desirable
- Relevant SEO account management experience

ADDITIONAL SKILLS

- The ability to work flexiblyflexiblye working approach
- The ability to operate in an open, honest and transparent way
- Be outcome driven
- Possess a high level of self-motivation and emotional intelligence