

Part-Time PPC & SEO Specialist

Essential Candidate Requirements:

- At least 5 years' experience of managing SEO and PPC campaigns
- A proven track record of creating, managing and optimising digital marketing campaigns, specifically SEO and PPC
- A self-starter who is highly organised
- Data driven and able to confidently interpret and use data
- Analytically minded with a willingness to trial new ideas
- Strong business acumen with a passion for driving change
- Experience of product marketing in a B2B setting
- Ability to implement campaigns across different countries and languages (knowledge of second language is not required, but is desirable)
- Confident working on an Apple iMac

Desirable Candidate Requirements

- Google Adwords Certified
- Google Analytics Certified

Key Responsibilities

Analytical

- Analyse and interpret website and campaign data and produce relevant reports
- Research and understand existing clients and target markets
- Make recommendations in line with marketing strategy and budgets
- Deliver projections for traffic and lead generation by country and channel
- Stay up-to-date with latest PPC, SEO and digital marketing trends and technologies
- Analyse current Google Tag Manager tracking and optimise

Website

- Recommend improvements to digital customer journey to improve lead generation
- Support the lead generation strategy – driving interest and ensuring data capture
- Monitor and report on website performance and implement recommendations
- Produce reports and KPI dashboards to report on website performance, goals and events

SEO

- Advise on the SEO strategy and produce actionable plans
- Advise on, and implement use of SEO tools for tracking rankings across different countries and in different languages
- Produce on-page and technical SEO audits to improve SEO performance
- Conduct keyword research and produce site map to highlight opportunities
- Analyse current link building efforts and map out future opportunities
- Produce monthly reports to analyse performance

PPC

- Manage multiple global campaigns in different languages
- Daily Google Ads optimisation
- Recommend improvements to campaigns to increase traffic and lead generation
- Write and optimise ad copy
- Budget and keyword optimisation

Reporting

- Use Google Analytics, Google AdWords, Tag Manager and Search Console
- Monitor and report on any tracking / tagging issues
- Provide reports to feed into marketing and business KPIs
- Experience of conversion tracking set up

Role Specifics

- *Availability: We are seeking 1x Part-Time Digital Marketing Specialist (PPC & SEO) to join our well-established Sales & Marketing Team.*
- *Location: Ideally office based - Holton Heath Trading Park, Poole. For an exceptional candidate we would be willing to consider remote working, with one or two days office based work per month.*
- *Salary: £35,000 - £40,000 pro-rata and dependent on experience.*
- *Working Hours: Up to 20 hours a week, ideally spread across 3-4 days per week, but there is a degree of flexibility which can be discussed at interview stage.*
- *Holiday: 20 days pro-rata plus the Christmas Shutdown period and UK Bank Holidays.*
- *Facilities: Free on-site car, motorbike and bicycle parking. On-site shower and changing facilities. Tea and coffee provided to all staff.*
- *DIS Benefit: Group life cover provided to all employees.*
- *Cost of Living: Periodic cost of living salary reviews for all employees.*
- *Well-being: Independent employee assistance programme (EAP). Eye-care vouchers for relevant staff.*
- *Socials: Monthly Summer BBQ's with a range of food provided to all staff.*

Company Profile

- We are an innovative Engineering Design and Manufacturing company, based in Poole. Established in 2002, we have transformed into a leading global brand and the premium supplier within our heavy lifting specialism. Known as technical experts and a versatile supplier, we serve many key global sectors and industries such as Wind Energy, Nuclear, Construction, OEM, Marine and Offshore Oil & Gas. Our products are delivered through a number of different channels, such as: direct end user, resellers, rental partners and a strong distribution network.

The Team

- We are incredibly passionate about who we are and what we do. We want to be more than just a supplier, we are a technical expert partner to our customers. The lifting industry is a complex, specialised and demanding environment to operate in, constantly driving us to be the very best we can be - it keeps things very interesting!

- Our team is the essential foundation, to support the exciting growth and on-going development of the business. The success of our team is driven through our total commitment to our shared behavioural values: Cooperation, Respect, Honesty, Positivity, and Proactivity. This allows us to boast a working environment that is driven, supporting, fun and friendly.

Application

- This role is based in our office in the UK. Therefore, to be considered candidates must hold the Right to Work in the UK. We are not offering overseas visa sponsorship for this role. We are not offering remote working for this role.
- We're professional people, looking for like-minded individuals, therefore we expect a professional application. For an application to be considered, an up-to-date CV must be submitted, supported by a covering letter.
- Unfortunately, due to the volume of applications we receive, only candidates successful in passing to the next stages of the application process will receive further contact from us.
- Job Type: Part-time hours: 20 per week
- Salary: £35,000.00-£40,000.00 per year
- Benefits: Life insurance
- Schedule: Monday to Friday
- Ability to commute/relocate: Poole, BH16 6FL: reliably commute or plan to relocate before starting work (required)
- Education: Bachelor's (preferred)
- Experience:
 - B2B marketing: 5 years (required)
 - Google AdWords: 5 years (required)
 - delivering SEO and PPC campaigns: 5 years (required)

If this role sound like you, and you're interested in registering your interest, you can do so by sending your CV and a supporting covering letter to our HR Manager via tom.sturt@modulift.com.