

Job title: Content & SEO Executive

Line manager: Digital Channels Manager

Grade (if applicable): 4

Direct reports: N/a



Role purpose:

To implement and optimise content marketing and SEO strategies. Manage content across Peabody New Homes website and digital channels to reach and engage our audience, and enhance brand awareness. To deliver content & SEO tactics that increase organic search visibility and improve conversions rates. Contribute to our digital first approach and actively optimise performance.

Key activity:

- Implement and optimise content marketing and SEO strategies across our owned and earned channels to achieve agreed objectives, including growing organic traffic to our website, increasing engagement with our content and improving SERP positions for key pages and target key terms.
- Create high quality, original and inspiring content that is optimised for search engines, including blog posts, website copy and video content.
- Design, review and optimise compelling landing pages to increase organic search performance.
- Update existing content to keep it fresh, relevant and to improve search engine rankings.
- Conduct in-depth keyword research and competitor analysis using SEO tools (such as SEMRush) to create engaging and relevant content.
- Develop and implement on-page SEO optimisation of new and existing website pages and blog posts.
- Create high quality, original content for guest sites to develop our network, build brand awareness and secure back links to the Peabody New Homes Website.
- Identify trending search topics and ranking opportunities; develop timely, unique content to leverage search opportunities.
- Monitor and report on monthly organic website traffic stats and report back to Digital Channels Manager on recommendations to optimise performance; demonstrate a measurable ROI from all content & SEO activities.
- Keep up-to-date on industry trends, news and performance; continuously develop knowledge through research on digital, content and SEO best practice.
- Ensure all content updates are accurately monitored and measured using a variety of analytics tools.
- Monitor and report on competitor activity across content and search.
- Ensure all content adheres to Peabody brand guidelines and agreed tone of voice.
- Ensure all digital content on websites and owned Peabody channels is current, accurate and compliant with the Consumer Code, Data Protection Act and any other relevant legislation.
- Ensure best practice and learnings are shared with wider marketing team(s) based on optimisation and continuous improvement actions taken.
- Focus on delivering value for money through all digital activities.

Version Date:

Signed off by:

Success metrics:

- Increasing the number of relevant organic sessions on the website.
- Improving content engagement metrics.
- Deliver a consistent output of new and exciting content relevant to our audience.

About you:

- Educated to degree level, Marketing/Digital qualification or equivalent experience; additional SEO qualifications are beneficial.
- Experience of working in a target-driven digital, marketing or sales environment.
- Experience implementing and reporting on content marketing & SEO strategies.
- Clear, accurate writing skills with the ability to produce fluent and persuasive copy and content for a wide variety of audiences; a keen eye for design and strong attention to detail.
- Proven experience of working with and managing SEO tools (i.e SEMRush).
- Solid understanding of Technical SEO (Page speed, robots.txt, sitemap.xml).
- Substantial experience using GA4, Google Search Console and other digital measurement tools to analyse and optimise channel performance.
- Experience using Adobe Creative Suite, Customer Relationship Management (CRM) and Content Management (CMS) (ideally Umbraco)
- Demonstrable project management experience.
- Ability to interpret feedback and data, identify trends and spot an opportunity to influence business decisions.
- Experience working with external agencies, reviewing and feeding back on performance.
- Highly organized, solution-focused problem solving with strong analytical and numerical skills.
- Strong communication skills as well as a persuasive and articulate communicator.
- Working knowledge of Data Protection laws, the Consumer Code and other relevant legislation.
- Knowledge of HTML, CSS and Javascript (desirable).
- Experience in the new homes property sector (desirable).