

**Job Title: SEO Manager**  
**Location: HQ, Wallingford, Oxfordshire**  
**Business Area: Product**  
**Reports to: Head of Product**



**About GTI:**

We aim to help students realise their potential in the world of work through technology, content and tools. That's not an easy thing.

We believe in understanding students and partnering with employers, universities, schools and other technology providers.

It's about students finding the right role and employers finding the most suitable candidates. But its more than that – it's about helping young people discover options, develop and build confidence.

When we formed GTI over 30 years ago, our mission was simple: to help organisations recruit top early talent, while providing students with the best resources possible to make successful decisions about their future. Today, we are the UK and Ireland's leading provider of graduate and school leaver recruitment services. From intelligent career discovery and development tools through to virtual fairs; we deliver data led outcomes for employers seeking to attract and recruit the most talented and engaged students.

Working alongside over 3,000 corporate and academic clients and with operations across Europe, Asia-Pacific, North America and beyond, we are proud to offer the very best products, resources and services at every stage from education to employment.

This is a new and exciting role for an SEO expert to make immediate impact, bridging marketing and product functions, leading initiatives, sharing expertise, and fostering an obsession on traffic and conversion outcomes.

**The Role Aim:**

Play a key role within our Product team, taking responsibility for leading SEO across our UK and Ireland markets. Bringing together Acquisition, Product, Content and Tech teams, you will be empowered to craft the vision, strategy and execution of growing the SEO channel.

**The Role Outcomes:**

- A robust SEO strategy for long term sustainable growth
- A managed, cross functional roadmap of all technical and content SEO plans developed in partnership with colleagues to maximise and convert traffic
- SEO best practices are built into everything we do across our digital channels from planning to delivery
- Increased acquisition of new students and employers through improved organic visibility
- Transparent performance and visibility reporting driven through OKRs and KPIs
- Defined SEO migration plans for a range of additional domains to bring all content onto main domain while losing no equity

**Main Duties and Responsibilities:**

This multi-faceted role will include:

- Responsible for managing all SEO activities such as content strategy, link building and keyword strategy to increase rankings on all major search networks
- Work with content creators to create content strategies that are data-driven and relevant to GTI's needs
- Collaborate with product team on landing page & CRO improvements

- Work closely with the web development team, ensuring proper implementation of canonicals, AMPs, Core Web Vitals/Page Speed, structured data, robots.txt etc
- Prioritise and drive the delivery of the SEO/SEM development roadmap within an Agile framework to improve user experience and accelerate business growth
- Manage and produce regular reporting on threats, opportunities, keyword performance, ranking positions and organic traffic; driving recommendations and actions through to delivery
- Continuous report on the impact of implemented changes.
- Stay up to date on SEO digital marketing trends and best practices, carrying out regular site audits for continuous optimisation
- Manage SEO tools and infrastructure to facilitate continuous improvement

### **Work Experience, Knowledge & Skills:**

This role is ideal for someone who thrives on having a high level of autonomy and responsibility. We foster an action-oriented culture of making pragmatic decisions and enabling each other to deliver excellence.

- Proven hands-on experience (in-house or agency-side) in SEO, for high organic traffic websites, planning and implementing successful SEO strategies that led to increased organic visibility
- Deep understanding of technical SEO, offsite SEO, onsite SEO/content
- Understands the role of UI/UX within an SEO strategy
- Experienced in keyword research and strategy, daily optimisation, test plan construction, and in-depth backlink analysis
- Advanced reporting / strong analytical skills with previous experience leading A/B and CRO testing activities
- Excellent knowledge of Google Analytics, Tag Manager and Search Console
- Good knowledge of HTML, CSS and JavaScript - no coding experience necessary
- Experience of third-party SEO tools, like Semrush, Ahrefs, Screaming Frog, Similarweb, Moz, Majestic, Link building and Crawler software
- Advanced knowledge of standard, current SEO practices and keeps up to date with the latest developments in SEO (trends, news, algorithmic updates)
- Effective stakeholder management, an excellent communicator, and an influencer able to deliver impact across all aspects of marketing
- Ability to work independently but also as part of a larger team

### **Desired**

- ASO experience
- Recruitment sector experience (professional / Graduate / HE)

### **Other Information**

- Permanent role – 37.5 hours per week between Monday to Friday 9.00 – 5.30pm
- 3-month probationary period
- Benefits package: 5% Contributory Pension, initial 25 day's holiday, enhanced maternity/paternity policies, life assurance scheme

Please send your CV and covering letter to [recruitment@groupgti.com](mailto:recruitment@groupgti.com)