Website Content & SEO Manager
Salary: DOE
Location: Home based role, with some degree of flexi-working
Type: Full-time, permanent

About Corinium Global Intelligence

We're excited by the incredible pace of innovation and disruption in today's digital landscape. We provide insights to C-Suite executives focused on data, analytics, AI and digital transformation through conferences, private events and research.

For the past 6 years, Corinium Global Intelligence has been producing global conferences, custom events and content for a cross-industry audience of executives with roles in: data, analytics, data science, digital transformation, marketing, finance, learning, customer experience, and more. Our global community of over 700,000 contacts, look to Corinium to help them overcome challenges and take away actionable strategies to take their company to the next level and improve every area of their organization.

We're looking for great people to join us on our rapid growth journey; within the last few months Corinium Global Intelligence has featured highly in both The Sunday Times Fast Track 100 and the SME Export Track 100 lists.

About the Role

Reporting to and working closely with the Group Marketing Director, you will become an integral part of our collaborative global team. The Website Content Manager is a front-end web designer that is responsible for the design, layout, usability, and the day-to-day maintenance of Corinium Global Intelligence corporate website, and a portfolio of conference websites using a content management system. You will work alongside our marketing and editorial teams to create content, develop page layouts and optimise our sites.

An important part of this role is delivering a consistent brand proposition through our website. You will be responsible for training new users, creating content guidelines, monitoring and improving our website statistics and ensuring best practice is followed.

Key responsibilities:
- Managing the Corinium Global Intelligence corporate website and a portfolio of conference websites.
- Developing, implementing and maintaining the search engine optimisation (SEO) strategies including applying SEO best practice and utilising keyword research tools to ensure our websites are fully optimised.
- Conducting technical audits; identifying issues and opportunities; implementing fixes and updates using SEO best practices.
- Design and layout new websites templates both technically and creatively.
- Perform full keyword research and develop related strategies.
- Test/troubleshoot live sites as well as in off-line development stages.
- Work closely with the Marketing team to source and develop new and unique web content that will enhance the user experience and drive conversions via organic traffic growth.
- Creating reports and continuously improving the website.
- Create and maintain internal documentation and best practices for our sites, outlining what information should be available, when various pieces of information need to be updated for each site and other key details.
- Brainstorm creative ways to leverage existing and new features and functionality, research Internet concepts, technologies and industry trends.
- Empowering all web users across Corinium Global Intelligence to create and manage excellent content, by providing training and support on the website platform.

Requirements

Team fit is important to us and we're looking for someone who is confident, creative, energetic, and keen to learn. Candidates must be able to present a portfolio of projects that demonstrate the ability to balance design aesthetics with optimum technical SEO output.

- 3+ years of professional experience (preferably gained within b2b publishing, conferences or exhibitions, but not a necessity).
- Solid understanding of digital marketing, conversion, and online customer acquisition.
- Familiarity with corporate branding guidelines, web standards and guidelines.
- Experience designing and building UI's that render perfectly on multiple devices.
- Proven experience of SEO, including keyword research, website audits, link building and 'on-page' improvements with a high level of knowledge of SEO tools and best practices. Candidates must be able to present a portfolio of projects that demonstrate the ability to balance design aesthetics with optimum technical SEO output.
- Analytical with a high level of experience in reporting and analysis for SEO and content.
- Fluency in Google Analytics and Google Tag Manager.
- Knowledge of multiple CMS platforms, including Hubspot.
- Organizational skills including planning, tracking and attention to detail. Ability to multi-task, work on and maintain multiple websites simultaneously.
- Highly creative and imaginative.
- Self-driven, results-oriented, with a positive outlook.
- Familiarity with domain and DNS management.
- Knowledge of international markets an advantage.
- And last, but by no means least... as a 100% remote working company, you will need to be an exceptional communicator and ambassador of our incredible company culture. We love our culture and are very proud of it.

Benefits

The role offers a competitive salary, and benefits such as a contributory pension scheme. This is a great opportunity for a successful candidate to join a dynamic company in an exciting and evolving space. This role provides significant and realistic opportunities to progress within a rapidly expanding company.