



## **Trainee SEO/Search Marketing Consultant**

Zelst are a small, ambitious online marketing agency. We offer an intelligent, integrated approach to online marketing which delivers results you can measure for our client base of small to medium sized enterprises. We have an extremely honest, pragmatic and ethical approach to our business.

We are seeking a trainee SEO/Search Marketing Consultant who will learn and undertake a wide range of SEO, Search Marketing, Social Media & Link Building activities. The ideal candidate will have a passion for SEO, search marketing, social media and the internet, have a strong writing background, a good technical understanding and an interest in business. You will be ambitious, competitive and want to achieve whilst having some fun at work.

Zelst are based in Harrogate, North Yorkshire. The post is full time, 37.5 hours per week.

### **Roles & Responsibilities**

The role reports to a Senior SEO Consultant and consists of assisting them, and the other SEO Consultants on the team, by carrying out the following responsibilities:

- Performing extensive keyword, competitor and market analyses for clients and prospective clients.
- Results reporting and data analysis for client reports and internal use in campaign planning and pitches for new business.
- Assisting with the preparation and creation of written SEO recommendations for our clients.
- SEO copywriting.

You will receive on the job training as required in all of the above and will continue to receive further mentoring and guidance over the course of your first year at Zelst, during which you will gain experience in a range of disciplines by working with some of the best SEO's in the world on a number of diverse and prestigious projects. As a result of this training you will gain experience of:

- Identifying and correcting technical errors in the way a site is built that prevent search engines accessing the site effectively.
- Identifying link building opportunities and how to gain links for a site.
- Attending client meetings and making preparations for pitching for new business.
- Running a results oriented, revenue driven SEO campaign with an eye firmly on strategy and the wider business considerations.

By the end of year one you will be well on your way to becoming a versatile and knowledgeable SEO consultant and it is our intention and expectation that you will continue to flourish at Zelst. You will



benefit from continued guidance from the rest of the team as you move towards an SEO Consultant position and begin to carry out projects on your own, engage with clients and gain a more in depth understanding of SEO in all its guises.

### **Person Specification**

Our ideal candidate will have an insatiable desire to learn and will suck up new skills and knowledge like a sponge. We're looking for people with logical and analytical minds who can show some initiative and take pride in their work. We don't expect you to know everything about SEO but a passion for and interest in the Internet is a must.

You should be a confident and effective communicator, able to convey complex ideas both verbally and in impeccable written English.

Zelst is a professional company and we expect our staff to reflect this, so you should be punctual, presentable and have a friendly and outgoing demeanour.

### **Essential Skills**

- Excellent Excel skills.
- Excellent standards of written and spoken English.
- Must be eligible to work in the UK and be available to start a full time position in the next two months

### **Desirable Skills**

- A grasp of SEO and how search engines work.
- Second language.
- Ability to code websites using HTML and CSS, and preferably one or more of JavaScript, PHP or ASP.
- Educated to degree level; preferably in a business, marketing or computing related subject.