



your  
coop energy

your  
coop broadband

your  
coop mobile

**Role Title:** Digital PR / SEO Specialist

**Department:** Commercial Operations

**Job Family:** Marketing

**Job Level:** 6

### About the role

You'll be creating campaign concepts and outreach strategy and involved in ideation through to reporting, this role is in our Commercial Operations Team and working alongside an award-winning agency. This is a hybrid role requiring a max of 2 days per week in our Warwick office, working in a team of 6 across campaigns and digital.

The purpose of this role is to increase our presence with measurable strategies to build brand awareness, to bring traffic to our website, links to boost organic campaigns social following and engagement. We need excellent writing skills and a great understanding of SEO. This is a mid-weight level role, placing content and links for Your Co-op Broadband, Your Co-op Mobile, and Your Co-op Energy – our utilities brands at Midcounties Co-operative, focused on low carbon services and sustainability.

### What you'll be doing

- Driving traffic and leads via online channels.
- Perform SEO tasks including site audits, content strategies, technical reviews, thorough keyword research, link building and content optimisation.
- Identifying key opportunities and creating engaging PR across various digital channels
- Identify marketing opportunities for digital platforms
- Develop, implement, track, and optimise PPC campaigns (both Search and Social).
- Use research and insight to develop segmentation and targeting strategies for campaigns
- Write ad copy
- Measure and report on all SEO & PPC activity, assessing goals against KPIs, and ROI using tools such as Google Analytics and Google Search Console
- Identify trends and insights that can benefit our SEO & PPC activity
- Creating and implementing a backlink strategy
- Keep up to date with the latest developments in both SEO and PPC

## Internal and External Relationships

- Commercial Operations Team
- Ecrubox Digital Agency - partnership
- Product Team
- Midcounties Co-op corporate communications

## About You

### Essential:

- Bachelor's degree in Advertising, Marketing, Communications, Business, or related fields
- At least 3 years' experience in digital PR or content marketing role, either at an agency or client-side
- Experience with tools such as Google Analytics, Search Console, Tag Manager, SEM Rush, Search Metric
- Demonstrable experience of high-profile placements and hitting campaign KPIs
- Demonstrable knowledge and understanding of content marketing, including outreach strategy
- Proven ability to work to hit campaign targets against tight deadlines
- Strong verbal and written communicator
- Experience with MS Office
- Good working understanding of SEO, especially off-page SEO
- High proficiency in Google Analytics, Ads and Meta
- A proven track record of delivering successful PPC campaigns (both Search and Social).
- Demonstrable knowledge and experience performing SEO tasks including site audits, content strategies, technical reviews, thorough keyword research, link building and content optimisation

### Desirable:

- Previous experience in any or all of the following fields:  
PR Marketing, Telecoms, Mobile, Energy, Utilities
- Graduate level (Business, English, Marketing or relevant subject area e.g. Sustainability)

## Scope:

Reports to (Job Title): Senior Campaigns Manager

Direct Report: No

Manages budgets: No