

## **Job description**

Job Title:	Digital Marketing Executive (SEO & Google Ads)
Responsible To:	Communications Manager
Responsible For:	Not Applicable

### **Purpose of the job**

You will be working with the Communications team leading on website development, SEO and search for the charity ensuring the implementation of MS-UK's strategic aims for its brand, marketing, information and engagement.

### **Main responsibilities**

Bringing valuable content to the MS community to promote our services and fundraising events and increase donations

Ensuring the smooth day-to-day running of the MS-UK website.

Writing, maintaining and adding content to the MS-UK website, this will include building pages and search engine optimising them

Write search-optimised website content designed to increase visibility, improve rankings, and support your wider marketing goals.

Develop and implement effective SEO strategies to improve website visibility, traffic, and search engine rankings

Conduct keyword research and analysis to identify the most relevant and high-traffic keywords to target in SEO campaigns



Collaborate with the comms team and fundraising and service teams to curate and create engaging content to support key projects and campaigns that are effective and on brand

Perform on-page optimization, including meta tags, headings, and content optimisation, to improve website ranking and traffic

Implement technical SEO tactics, including website speed optimization, mobile optimization, and website architecture improvements, to improve website performance and search engine rankings

Monitor and report on website traffic, search engine rankings, and other key performance indicators to measure the success of SEO campaigns

Develop and implement effective Google Ads campaigns to drive traffic, fundraising leads, service users and donations

Conduct keyword research and analysis to identify the most effective keywords to target in Google Ads campaigns

Write effective ad copy and develop creative ad campaigns that drive traffic and generate leads

Conduct A/B testing and optimize ad campaigns to improve performance and achieve better return on investment

Monitor and report on campaign performance, including click-through rates, conversion rates, and other key performance indicators, to measure the success of Google Ads and SEO campaigns, SEO, as well as general website performance

Staying up to date on the latest trends and best practices in search marketing

## **Other**

It is a requirement of the position to remain flexible within your role and to operate across other roles as business needs require for example, to provide cover when other members of the team are unavailable.

A willingness to be involved in the wider work undertaken by MS-UK is required.

You will be expected to attend fundraising and marketing events as and when required. This may involve occasional out of hours weekend or evening work.

You must comply with our internal policies and procedures e.g., Health and Safety Policy

*This is not an exhaustive job description, and these duties may change from time to time to reflect changes in the organisation's circumstances. MS-UK therefore reserves the right to vary the job description in consultation with you.*

## **Key skills and experience**

Experience in search marketing, with a focus on both SEO and Google Ads

Experience of working with Google Ads grants

Strong knowledge of SEO best practices, including on-page optimization, technical SEO, and keyword research

Proven track record of developing and executing successful SEO campaigns

Experience in creating and optimizing Google Ads campaigns, including search, display, and remarketing campaigns

Confident in data manipulation, research, analysis

Strong analytical skills and experience with data analysis tools, such as Google Analytics and Google Analytics 4, and Google Ads

Excellent communication and project management skills, with the ability to work collaboratively with cross-functional teams

Managing the Google Ads grant and paid search budget with the Communications Manager

Comprehensive experience of using WordPress and general plugins

Experience of using SemRush desirable

Proven organisational, time management and multitasking skills

A driven but flexible team-player with a can-do attitude, who works well collaboratively

Eagerness to share and network with others

Excellent communication skills, written and verbal

Excellent critical thinker

Excellent copy writing and proofreading skills with excellent attention to detail



Ability to understand and develop plans in response to emerging trends

Creative flair and passion for communications and marketing

Ability to develop and work to a plan with tight deadlines, understanding what needs to happen and who needs to be involved