



Role Profile

SEO / Digital Manager

Location

Gloucester, GL3 4AH

Salary

£40,000 - £60,000 DOE

Contract Type

Permanent / Full-Time

Blackfinch Group is an award-winning investment specialist with a heritage dating back over 25 years. A trusted provider, we work in partnership with advisers. Our businesses cover tax-efficient solutions, early stage investing, managed portfolio services, property financing and renewable energy. As an environmental, social and governance (ESG) investor, we work for a positive impact. We're proud to be entrusted with over £500 million in assets under management and administration.



Purpose of Role

You will be responsible for the optimisation of, including identifying and executing, opportunities to improve Blackfinch's content's search rank for key terms at the top, middle, and bottom (branded) of our marketing funnel. You will employ appropriate measures and strategies to drive traffic to Blackfinch's pages and monitor their effectiveness and results.

Key Accountabilities

- Develop, implement and manage strong and innovative digital marketing strategies using SEO and other techniques to drive traffic to Blackfinch's pages and generate interest in company products and posts.
- Create and manage link building strategies, platform marketing strategies and build Blackfinch's social media presences.
- Working collaboratively with Product Marketing Managers develop engaging online content including clickbait, forums, videos, graphics, blogs; monitor and analyse content success.
- Forecast marketing campaign growth and ROI for marketing campaigns.
- Working with the Product Marketing Managers manage email and social media marketing campaigns.
- Drive traffic to Blackfinch web-pages; manage organic search engine performance and goal-setting based on indicators including, clickthrough rates, traffic, and conversions.
- Stay up-to-date with new social media sites, web technologies and digital marketing trends; as appropriate implement new technologies in developing campaigns and update current campaigns to include new information.
- Use Google Analytics, Google AdWords and other relevant sites.

Essential Skills & Experience

- Thorough knowledge of search ranking and optimization factors and key algorithm updates.
- Experience with data-driven SEO analysis and optimization.
- Excellent written and oral communication skills.
- Fluent with SEO, Microsoft Office, using platforms for marketing purposes.
- Strong attention to detail and ability to communicate challenging messages in a clear and concise manner to target audience.

General

- Be a cultural ambassador for Blackfinch and lead by example. Fostering a can-do attitude and one that develops self and other team members to aspire to continually improve.
- Ensure compliance with all company policies, regulatory, professional and legal requirements.
- Attend ad-hoc industry conferences, networking and campaign events (as agreed by the Head of Marketing) to represent the Blackfinch brand.

Essential Qualifications

- 2:1 BA / BSc or equivalent working experience.
- Hold or be prepared to study an ESG qualification.

If you believe you have the skills and experience for this role, we'd be interested to hear from you.

Apply by sending your CV and any other supporting documents to **HR@blackfinch.co.uk**.

If you require any further information about this role, we're here to help, contact us on 01452 717070.

Our Values

At Blackfinch we're working to make a difference in the world. We partner with advisers to meet client and business aims. Inspired by the work of Charles Darwin, we're named after one of Darwin's finches, which influenced his theories of evolution.

Our values of 'adapt', 'evolve' and 'thrive' run through everything we do. We continually adapt to changing markets, providing evolved products so that our customers can thrive. These values inform our work as an ESG investor, working towards a more sustainable future.



Offering a supportive environment, championing continuing professional development and sponsoring staff for qualifications.



One of the friendliest businesses in financial services, supporting our people, customers and investee companies.



Providing opportunities to progress plus to take up benefits, and to get involved in sponsorship and charity work
