



Role Profile

SEO and Marketing Data Analyst

Location

Gloucester, GL3 4AH

Salary

£30,000 - £40,000

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 £550 million in assets under management and administration.



Purpose of Role

This role will lead the SEO strategy, from research and planning to implementation, working with our engineering team to maximise results. 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.

In addition, and complimentary to the SEO work, the jobholder will be required to analyse data and inputs from marketing campaigns, PR activity, events, and engagements with strategic groups in order to provide a suite of management information that shows areas of success and return on investment.

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.
- Use data mining to extract information from data sets and identify correlations and patterns.
- Perform statistical analysis of data.
- Use tools and techniques to visualise data in easy-to-understand formats, such as diagrams and graphs.
- Communicating with stakeholders to understand data content and business requirements.

Skills & Experience

- A passion for content creation.
- Background working in a communications environment.
- Strong understanding of SEO and experience devising an SEO strategy and implementation.
- The ability to take on a company's brand guidelines and be able to implement our tone of voice and ensure this is upheld through all communications.
- You'll be a super collaborator – not only able to work with internal stakeholders, but with external agencies and contractors, treating all as extended team members.
- Have the ability to pay attention to detail when working with data in order to make accurate conclusions and predictions.
- Strong verbal and written communication skills to effectively share findings with shareholders.
- A solid understanding of data sources, data organisation and storage.
- Strong IT and mathematical skills.

Desirable Skills & Experience

- Financial services experience is a benefit but not essential.
- We pride ourselves on a brand that stands out, so we'd appreciate someone with a creative flair and eye for detail.

Essential Qualifications

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

If you think you have the skills and experience we're looking for, we would love to hear from you. Please upload your CV and record responses to a few questions using the 'APPLY NOW' button below. The hiring manager for this opportunity will review your CV and responses and will contact you shortly.

APPLY NOW

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
