



# SEO Manager



## About Post Office Management Services (Insurance)

POMS is a customer focused organisation that relies on the Post Office Money brand, its network, customer data and marketing capabilities in order to deliver its plan objectives.

As an independent business, it was established in 2014 after the Post Office bought out the joint insurance venture between Bank of Ireland UK and Post Office. Our vision is to operate as a specialist broker. Our team has expanded significantly since then, as we continue to pursue our core visions to:

- Deliver operational efficiency, product and pricing flexibility resulting in greater control of, and access to, the value chain;
- Directly control customer management, policy conditions and retail pricing;
- Enter in to partnership agreements with Underwriters, Third Party Administrators, Software Houses and Consultancy firms to procure and develop the capabilities required in support of our chosen business model; and,
- Build a tangible asset for the Post Office.

POMS is a wholly owned subsidiary of Post Office and this means you are part of an organisation that is trusted by communities and consumers, putting its people and customers first. Together we have the opportunity to write the next chapter of an iconic organisation with over 300 years of history. We shape our future and each of us has the autonomy and responsibility to help create a business we can all be part of and proud of.

We know that the best way to provide a great service for customers is to evolve our business and adapt to their changing needs. We're improving our online and in store experience for customers because we know that our customers never stop changing, so neither will we.

We are working hard to ensure that the next chapter of the Post Office's history is a bright one. We are the current guardians of an iconic business and we want to hand over a thriving network of branches which can continue to provide essential products and services for our customers for many years to come.

This is a uniquely exciting and challenging time for the Post Office and for POMS – we're shaping the future and creating a business we can all be proud of.

We share the Post Office values of Care, Challenge, Commit.

### The basics

Job Title:	SEO Manager
Division:	Marketing
Business Unit:	Insurance
Budget Responsibility:	Indirect £0.5M
Number of Direct Reports:	2
Location:	Finsbury Dials

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## **The purpose of the role**

- Research, devise and implement unique SEO strategies for Post Office Insurance.
- Manage all aspects of the Post Office Insurance SEO offering, including on-site techniques, link building, blogging, content marketing, online PR, technical SEO – crawl errors, data mark up, xml sitemaps etc.
- Support implementation of SEO technical audit outcomes.
- Manage a team of in-house SEO support functions including a Copywriter/Content Manager and Web Editor to deliver effective campaigns.
- Work with the business unit, social media and PR teams to devise an effective SEO strategy which works across a range of platforms.
- Work with the agency to monitor clients' backlink profiles and take action as necessary to protect against algorithmic penalties.
- Deliver regular SEO reporting to the Business Unit on SEO performance.
- Create and manage the SEO activity plan and associated deliveries to ensure activity happens on time and within budget.
- Co-ordinate with the PPC manager to ensure effective keyword targeting and landing page structure.
- Effectively manage a range of internal and external stakeholders.

## **Principal accountabilities**

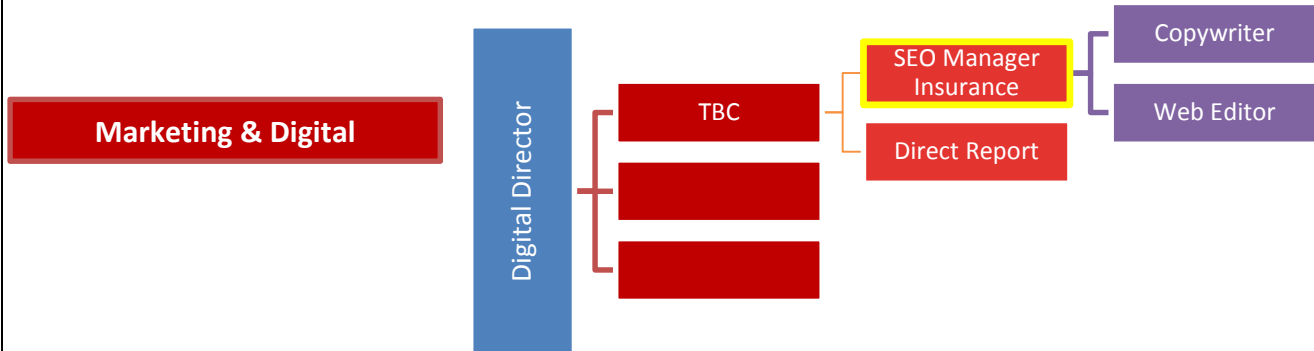
- Delivery of SEO keyword ranking targets and associated sales.
- Management of SEO budget.
- Reporting of SEO performance.
- Ensuring all activity is compliant with all relevant legislation.
- Effective coaching and management of a small team.
- Delivery of SEO plans and associated activity.

## **Qualifications, experience and skills**

- At least five years' experience within the SEO industry
- Experience within a similar role either within an agency or client side. Insurance experience preferable but not essential.
- Strong working knowledge of the latest SEO techniques and algorithm updates
- Good knowledge of Google Webmaster Tools, Google Analytics and Adwords
- Strong team management skills
- A proven track record in delivering high performance SEO strategies.
- Experience in creating effective outreach strategies
- Excellent communication and client-facing skills
- Strong HTML and CSS skills

- Excellent presentation and reporting skills
- A good working knowledge of CMS platforms

## Where does this role fit in with the rest of the team?



## IT permissions

Please note that the following section is to be completed by the Line Manager:

### IT permissions

Job Role	SEO Manager
IT Equipment	Laptop, mobile phone; Desk top computer, Monitor, Keyboard, Mouse, desk phone
Applications	Microsoft Office 365, email account, Employee Interaction Centre, Success Factors (L&D); Sharepoint, Capita (travel), Reward site (benefits), Skype for Business, Lync 2013, Adobe Reader, Adobe Flash Player, Adobe Shockwave, Adobe Flash
Software Access	Duck Creek, Dalesridge
Other System/Application	HR Cascade
Approved by [System Owner]	
Job Title [System Owner]	
Date	