

Permanent, Hybrid working, Full-time

Serendipity is a full-service digital agency that leverages comprehensive business and technology solutions across diverse industries. Serendipity specialises in strategy, consultancy, digital marketing, and website development.

This is an exciting opportunity to work for an established digital agency based in London, working closely with an experienced digital team in Sri Lanka and London.

Key Responsibilities

- Develop and implement SEO strategies to increase organic traffic and improve website ranking on search engines
- Ability to leverage tools for keyword research, competitive analysis, and on-page and off-page SEO optimisation
- Execute tests, collect and analyse data and results, and identify trends and insights to achieve maximum ROI in digital campaigns
- Play a key role in updating and maintaining websites, ensuring they are visually appealing, user-friendly, and up-to-date with the latest trends
- Utilise analytical skills to research market trends, identify potential marketing channels, analyse competitors, and conduct A/B testing to refine our marketing efforts
- Work with the development team to ensure SEO best practices are properly implemented
- Work with editorial and marketing teams to implement SEO in content creation
- Assisting the marketing team with website development projects and updates, particularly with testing and deployments
- Be a trendsetter in digital marketing, keeping abreast of the latest technologies

Key Skills

Our ideal candidate will have the following:

- Experience in tools such as Semrush, Screaming Frog, Google Console, Google Analytics, Moz, and Ahrefs
- Stay updated with the latest trends and best practices in SEO, web design, and digital marketing
- Extremely organised, with the ability to manage multiple projects
- Team player and self-starter, able to manage own workload
- Exceptionally driven and motivated with a strong desire to exceed objectives and KPIs
- Expresses a strict attention to detail

Benefits

-  Opportunities to travel and work in the London head office
-  Work with world-class international brands
-  Ongoing training, guidance & direction from experienced consultants
-  Modern & flexible working environment
-  Performance-based bonus scheme
-  Regular staff socials

If you believe you have the experience and the skills for this position, please email your CV to

careers@serendipity-int.co.uk
