

### **JOB DESCRIPTION**

<b>Job title:</b>	Search Engine Optimisation Specialist
<b>Ref no:</b>	MKG503
<b>Campus:</b>	Hendon
<b>Service:</b>	Student Recruitment, Marketing and Communications
<b>Grade:</b>	6
<b>Salary:</b>	£37,357 per annum rising to £42,653 incrementally each year inclusive of Outer London Weighting
<b>Hours:</b>	35.5 hours per week. Actual daily hours by arrangement.
<b>Period:</b>	Permanent
<b>Reporting to:</b>	Web Content Manager
<b>Reporting to job holder:</b>	n/a

#### **Overall purpose**

The SEO Specialist at Middlesex University will play a crucial role in enhancing the University's online presence and driving organic traffic to our website. This position requires a blend of technical expertise, creativity, and analytical skills to optimise content and improve search engine rankings.

The ideal candidate will collaborate with cross-functional teams and engage in hands-on tasks to implement effective SEO strategies that align with the University's goals. The chosen candidate will assess the current website performance for the University and propose short-term and long-term strategies aligned with overall growth objectives.

#### **Key responsibilities**

- Creating and implementing comprehensive SEO strategies which increase organic search visibility and traffic.
- Conducting thorough keyword research using tools like Google Keyword Planner and SEMrush to identify relevant keywords for various academic programmes and services, developing keyword lists to integrate into content on the website.
- Writing and editing engaging content with a focus on SEO best practices, incorporating targeted keywords while maintaining high-quality writing standards.
- Optimising website content, including landing pages, programme descriptions, blog posts, and multimedia elements, to improve rankings on search engines.
- Working closely with the marketing team to develop SEO-friendly articles, guides, and promotional materials which attract prospective students.
- Collaborating with cross-functional teams, including admissions, academic departments, and social media, to align SEO efforts with overall marketing strategies.
- Providing training and resources to team members on SEO best practices, fostering a culture of SEO awareness within the organisation.
- Ensuring that knowledge is effectively transferred within the web and content teams and to other colleagues as appropriate.

- Developing and executing a link-building strategy - including outreach to relevant educational sites, industry blogs, and local businesses - and reporting on backlink performance, identifying new opportunities for partnerships and collaborations.
- Using Google Analytics, Google Search Console, and other SEO tools to track, analyse, and report on website performance, user behavior, and search engine rankings.
- Setting measurable goals and KPIs to track the success of SEO initiatives.
- Ensuring effective use of meta tags, headers, and alt attributes in alignment with best SEO practices.
- Performing regular technical audits of the website to identify issues such as broken links, slow page load speeds, and mobile optimisation needs.
- Collaborating with Digital and Library Services to implement technical improvements, ensuring the site is easily crawlable and indexable by search engines.
- Conducting regular competitor analysis to identify trends, strengths, and weaknesses in their SEO strategies, providing actionable insights for improvement.
- Staying informed about industry trends and best practices in higher education SEO to ensure the university remains competitive.

#### Other responsibilities

- Any other duties required by the Web Content Manager or Head of Digital Marketing which are commensurate with the grade of the post.
- As duties and responsibilities change, the job description will be reviewed and amended in consultation with the post holder.
- The post holder will actively follow Middlesex University policies including Equality & Diversity policies.
- The post holder will carry out all duties in accordance with the University's vision and values.
- The post holder will ensure compliance with the Data Protection Act 2018 and GDPR requirements in all working practices maintaining confidentiality, integrity, availability, accuracy, currency and security of information as appropriate, taking personal responsibility for all personal data within our working environment.

## PERSON SPECIFICATION

**Job title:** Search Engine Optimisation Specialist

**Your supporting statements on your application form will be assessed to see how you meet each of the following criteria**

### SELECTION CRITERIA

#### Essential

- 2+ years of experience in SEO
- Proficient in SEO tools (e.g. Google Analytics, Google Search Console, SEMrush)
- Strong understanding of search engine algorithms and ranking methods
- Excellent analytical skills with the ability to interpret data and making informed decisions
- Experience working cross-functionally with digital, marketing, product management / segment management, UX designers and content creators
- Good understanding and awareness of data regulations (GDPR) and
  - CMA legislation
- Demonstrable knowledge of web usability and accessibility
- Excellent organisational and prioritisation skills, with some product management experience
- Excellent written and verbal communication, including strong copywriting for web, editing, grammar, and proofreading skills
- A good listener who can work both independently and in a team
- Willingness to adapt and acquire additional skills to implement and support the University's corporate websites
- Demonstrable commitment to fairness and the principles of equality and inclusion.

#### Desirable

- Experience using an enterprise level content management system.
- Experience of using HTML and CSS.
- Experience of working in higher or further education or other sector targeting similar audiences.
- Experience of working in an agile environment.

## **Terms and Conditions**

### **Diversity**

We value diversity and strive to create a fairer, more equitable work environment for our staff and students. We offer a range of family friendly, inclusive employment policies, flexible working arrangements, staff diversity networks, campus facilities and services to support staff from different backgrounds.

### **Flexibility**

Please note that given the need for flexibility in order to meet the changing requirements of the University, the duties and location of this post and the role of the post-holder may be changed after consultation. The balance of duties may vary over time and will be reviewed as part of the appraisal process.

### **MU Services Limited**

Middlesex University has established a wholly owned subsidiary, MU Services Limited, to provide professional services to the University. Staff of MU Services Limited will work alongside Middlesex University staff. All University professional services staff job descriptions, policies and procedures and the University Professional Services Staff Handbook will apply to both Middlesex University staff and MU Services Limited staff during their employment, unless where expressly stated otherwise. Staff will remain with their current employer, unless they move to an academic or academic related role.

### **Annual Leave**

30 days per annum plus eight Bank Holidays and seven University Days taken at Christmas.

### **Travel to Hendon Campus**

We offer an interest-free season ticket loan, interest-free motorbike loan, a cycle to work scheme and bicycle and motorbike parking and changing facilities.

### **Public Transport**

Our Hendon Campus is well served by public transport with buses, London Underground and British Rail services all within a short walk of the campus. You can get detailed journey information from TfL ([www.tfl.gov.uk](http://www.tfl.gov.uk)) and have a look at our directions and location map to help plan your travel: <http://www.mdx.ac.uk/aboutus/Location/hendon/directions/index.aspx>

### **Parking**

There are currently Regular Parking Permits and Pre-Paid Parking options available to new joiners. Further details are available on the Travel and Transport page on the staff intranet. Please note if the number of applications becomes oversubscribed these parking options could be withdrawn at any point.

### **Parking for Disabled Staff**

Staff and visitors with their own current blue badge have access to free parking on campus. All blue badge holders should present a copy of their blue badge to the security office in the Quad. Holders will be given car park access up to the date of expiry of their blue badge.

### **What Happens Next?**

If you wish to apply for this post please return to the portal and click on Apply Online.

For further information, please contact Swéta Rana, Head of Digital Marketing: [s.rana@mdx.ac.uk](mailto:s.rana@mdx.ac.uk)