



What we do:

Grofuse is a growth agency. We create online solutions to improve processes, develop web platforms to drive sales and deliver marketing campaigns to fuel the growth of ambitious organisations we know we can deliver for.

Why we do: To inspire the development of our people, adapt the latest technologies and truly understand the organisations we work with so that they can achieve their growth goals.

Who we are:

We are an ever-growing team of specialists whose expertise fused together has all the essential ingredients needed for online growth.

Our vision:

To achieve sustained global growth by creating fans of our customers and to be consistently oversubscribed with an increasingly renowned international reputation for helping clients become market leaders in their sectors.

Our mission:

To combine the latest technologies with specialist expertise, strong customer empathy and commitment to clear client communication in order to help our customers become leaders in their respective markets.

How we work

We are a team of specialists who together combine the ingredients required for business growth.

Our qualified marketing and digital analytics experts work hand in hand with our PR professionals, graphic and motion graphics designers, web developers and software specialists to create the perfect grow packages for our clients.

We are dedicated to working closely with our clients through clear lines of communication and unrivalled customer care with an unerring can-do attitude to growth. We always ensure that we fully understand our clients' goals and objectives, as well as gaining full insight into the needs and desires of their target audiences.

We're always looking for highly driven people to join our exciting journey of delivering growth for our customers. If you share our passion for growth, join us.

Digital Marketing Specialist – SEO & PPC

Job title: Digital Marketing Specialist - SEO & PPC

Contract Type: Full-time/Permanent/Part Time Opportunities (remote working option)

Location: Derry/Londonderry

Overview

We are seeking a **Digital Marketing Specialist** with a proven track record in **SEO and PPC** advertising, independently overseeing and completing specific projects. If you are a dynamic individual with a high level of problem-solving skills and analytical thinking, are a natural at building strong agency and internal relationships with the hunger to deliver exceptional results, then this could be the ideal role for you.

Responsibilities

- Creating, implementing, and managing the SEO strategy for clients across a range of industries and in-house sites
- As a confident writer, you will create copy for new websites, and optimise existing sites
- Ensuring that websites across the business and clients sites rank highly in key search terms
- You will setup, manage and deliver on some exciting paid (PPC) marketing projects for a variety of clients across different industries, as well as for Grofuse
- Evaluating product offering, traffic, landing page quality, content, design etc. when determining keywords and campaigns
- Ongoing research - analysis of SERPs, analytics data, plus competitor and industry activity
- Conducting site audits
- Monitoring Google Search Console to identify on-site problems and communicating with relevant teams to resolve these
- Identifying trends and compiling statistics from Google Analytics and other data sources
- Making recommendations for conversion rate optimisation (CRO)
- Develop monthly reports on performance, work carried out, and make recommendations going forward
- Proactively keeping up to date with new SEM developments and share findings with the wider team

Essential criteria

- 2-3 years' SEO and analytics experience – agency or in-house
- A proven track record in delivering results
- Experienced and fully comfortable with using all aspects of Google Ads Editor, Search Console and Keyword Planner

- A deep understanding of Google Analytics
- Understands the various criteria relating to SEO, not limited to just page content
- Working knowledge of Content Management Systems (CMS) and a deep understanding of Conversion Rate Optimisation (CRO)
- Using research techniques to understand customers and market
- Basic understanding of HTML

Essential Criteria – soft skills

- Exceptional written and oral communication skills
- Proactive self-starter with strong commercial/business awareness
- An enthusiastic, positive, and proactive attitude
- Excellent organisational skills and multitasking ability
- Passionate about helping clients achieve growth
- Strong capacity for customer empathy
- Creativity and attention to detail are crucial traits

Non-essential criteria

- Working knowledge of agile principles, development processes and toolsets

To apply for this position, please drop us an email at careers@grofuse.com, via our contact form, or via post to Grofuse Ltd, Catalyst Inc, Derry-Londonderry, Northern Ireland, BT48 7TG. **Please include your CV and a cover note.**