



Content Creator and SEO Specialist

About Wellers

Wellers is a forward thinking, innovative professional accountancy firm who pride themselves on breaking stereotypes when it comes to accountants. Their enthusiastic, fun and social environment encourages high levels of productivity from their staff as well as supporting employees through every step of their career path. This modern culture is reflected in the high levels of service they deliver and the long standing relationships they build and maintain with their clients. Wellers are looking for altruistic, hard working and enthusiastic individuals to join their growing teams within London and Oxfordshire.

About the Role

This role has been created to advance our brand mission through editorial content and search engine optimisation (SEO). The position sits at the core of the marketing team and requires planning, productions, analysis, creativity, and adaptability.

We are looking for a dedicated blogger and content creator. This requires someone who is a great writer and editor, and who can keep our brand's voice consistent across everything that is published. You'll need to understand:

- Our target market personas
- How our blog ranks in search engines
- How our blog generates traffic and leads

We need a wordsmith to take on our blog and website. You'll have a love of writing, gain an understanding of our industry, and have some experience in blogging and SEO to achieve business goals.

You'll develop the firm's voice and help improve the visibility of our blog and website in search engines. Your work will help expand our digital footprint, awareness, subscribers, and leads. You will identify opportunities to improve our search rankings.

Responsibilities

- Collaborate with partners, managers, and staff to produce relevant content that addresses the needs of our audiences
- Writing various types of articles on a wide range of topics for our blog
- Providing feedback to other contributors, and editing other writers' content
- Optimizing content for search engines and lead generation
- Contributing to long-form content such as guides or eBooks
- Conducting analytical projects to improve blog and website strategies/tactics
- Manage on-page SEO

- Learn, and keep up to date with the latest trends and changes in SEO and major search engines
- Assist marketing partner with off-page SEO strategy
- Growing blog subscribers, converting visitors into leads, and expanding our blog's overall reach
- Assist marketing partner in building email communications to clients and newsletter subscribers
- Track, measure and analyse all initiatives to gauge performance and improve conversion rates

Requirements

- An understanding of the accounting sector and a passion for our mission and values
- Experience and accomplished financial writing and editing skills
- Ability to adopt the necessary tone and voice to suit our various audiences
- An organised individual who can work both as a team, and independently whilst managing tasks with contributors and many moving parts
- Either have, or learn, a thorough knowledge of search ranking and optimisation factors, and algorithm updates
- A persistent and consistent attitude
- High level creativity
- Attention to detail
- Project management skills
- 2+ years of content creation experience preferable
- SEO experience preferable but training also available
- Knowledge and use of Hubspot CRM useful, but not essential

Benefits

- 20 days holiday
- Staff training days
- Competitive salary
- Flexible working
- Remote working opportunities
- Social events after work as well as firm wide Christmas party
- Real potential for career progression
- Great working environment
- On the job training

To apply, please visit this [web page](#) and fill in the form, attaching your CV.

Disclaimer

Please note, only successful applicants will be contacted and that no terminology in this advert is intended to discriminate on the grounds of a person's gender, marital status, race, religion, colour, age, disability or sexual orientation. Every candidate will be assessed only in accordance with their merits, qualifications and abilities to perform the duties of the job. If you are interested and believe you possess the skills we are looking for to be considered for this role, then please apply. Please note, only successful candidates will be contacted.