

# SEO Optimization Executive

Website content, SEO optimization, Blog creation

the  
growth  
group.



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## Who are the 'Growth Group'?

The 'Growth Group' is the parent company of the email Marketing agency 'Inboxx' - a one-stop shop for growing and scaling companies around the world! Our aim is to become a group of companies that provide services that will directly improve revenue growth and sales.

Our services focus on outsourced sales and marketing strategies that directly influence our clients' sales - whether this be through organic marketing, lead generation, paid ads or external sales support!

With offices across the UK, US, Singapore and North Macedonia - this is your chance to join an international success story, and become part of an ambitious team bringing new strategies to B2B clients globally!

## What will you be doing?

As an SEO optimization executive and content writer, your role will be focused on our websites visibility and its reach! You will be helping the marketing department with our overarching SEO strategy, implementing any changes and producing SEO-optimised content to drive traffic towards our website.

Your day-to-day responsibilities will surround creating written content for our website and overseeing SEO strategy to ensure we are increasing our website traffic! You will have the fantastic opportunity to improve on your SEO technical abilities as well as your copywriting skills to create engaging and informative content for the website. Some of your tasks will include.....

- Conduct keyword research and develop SEO strategies
- Write, edit and optimize high-quality content that aligns with SEO best practices; including blog posts, web pages and marketing materials
- Track performance metrics and optimize on-page and off-page elements, including content and backlinks
- Coordinate with content and web development teams to implement best practice SEO strategies that are integrated into all content strategies
- Researching competitors, trends and keywords to optimise our content
- Working towards dynamic objectives and key results
- Supporting internal marketing strategies

As you begin to get more technically experienced and learn more about the company - you will have the opportunity to progress upwards and take full ownership of the company's SEO strategies and content aiding this!

## Who are you?

We're looking for someone who has a huge drive for learning and wants to become an integral part of an award-winning marketing agency! You should be motivated, ambitious and a self-starter - maybe even looking to bring some ideas to the team....

- Minimum 1 year experience with SEO strategy and optimization
- Proven track record of meeting and working to external deadlines
- Creative mindset towards finding solutions
- Confident creating ideas and presenting these to your team and clients
- Preferably a strong background in copywriting
- Confident with organising your time and day
- Team player and comfortable collaborating with clients and team members
- Adaptable and dynamic
- Driven to work your way up and develop your career
- A fast-paced environment doesn't scare you away!

## Why Us?

On top of a diverse start to your marketing career, and consistent and direct mentorship of successful leaders from multiple companies, you will also have the unique opportunity to grow to be the first dedicated SEO!

You will also have the training and resources to accelerate your opportunity for a lucrative career...

- Direct training from our most successful employees from across our international offices
- Excellent progression and growth opportunities
- Clear progression to a client-facing and client-management role
- Continuous and ongoing learning

## What working at The 'Growth Group' means for you

And on top of a great opportunity, being part of the 'Growth Group' will mean...

- Clear, performance-based bonus structure after your first 3 months!
- Ongoing Learning and Development
- Work alongside an award-winning company!
- Rapid promotion and progression opportunities
- Excellent working environment - all the benefits of a start-up with the social and structural support of an award-winning organisation!
- Additional Paid day off on your Birthday

*Joining Growth Group means becoming part of a dynamic team dedicated to innovation and excellence. As a Marketing Account Manager in our Skopje office, you'll have the opportunity to make a significant impact on our clients' campaigns and success, driving efficiency and productivity across the organisation. Additionally, you'll enjoy competitive compensation, flexible working, and opportunities for professional growth and advancement. For any further information please contact [recruitment@in-boxx.com](mailto:recruitment@in-boxx.com) or [s.ryan@growth-group.co.uk](mailto:s.ryan@growth-group.co.uk) !*