

B2B SEO Copywriter

Lightfoot is an award-winning, government supported technology that is proven to make our roads safer, our environment cleaner and our motoring less expensive. Our product has been described as the Fitbit for cars. It is ground-breaking and disruptive. We will be continuing our rapid growth into 2022 and our ambition is to become a £billion business.

As part of our rapid growth, we are looking for an exceptional, innovative and highly motivated individual to contribute to and share in the success of our experienced and ambitious Growth team. This is an opportunity to join a growing company and have a direct hand in shaping our future. In doing so it could also shape your future. As Lightfoot grow, we in turn, will give you the opportunity to grow.

Job Outline

The B2B SEO Copywriter will have ownership of creating and implementing the SEO (Search Engine Optimisation) strategy and writing marketing communications.

Roles & Responsibilities

- Frequently conduct in-depth keyword research and thorough SEO analysis
- Identify and solve issues impacting online performance
- Create and implement on-page and off-page SEO strategies to deliver on monthly KPIs and targets
- Prepare monthly SEO reports and competitor analysis
- Stay abreast of and prepare for search engine algorithm changes
- Be informed of the latest in SEO best practice and apply these learnings
- Propose content ideas to inform the wider marketing strategy with a particular focus on trending / topical news
- Manage all aspects of copy within a marketing project – liaising with external and internal stakeholders to ensure the messaging effectively ‘speaks’ to the target market and is factually accurate.
- Write engaging and informative copy for internal and external marketing materials including but not limited to; content for each page of the website, including blog posts and landing pages, press releases, e-mails and e-guides.

Desired qualifications, skills and experience

- 2+ years’ experience in B2B - writing creative SEO optimised content - **essential**
- 2+ years’ successfully creating and implementing SEO strategies - **essential**
- Computer literacy skills - **essential**
- Use of SEO tool(s) - **essential**
- Excellent standard of written and spoken English - **essential**
- The ability to write persuasive copy that is optimised for keywords and grammatically correct - **essential**
- Excellent attention to detail and accuracy - **essential**
- Outstanding organisational skills – **essential**
- Experience of the fleet industry - **beneficial**
- Any relevant qualifications in Marketing or Copywriting – **beneficial**

Personal characteristics

- Creative SEO copywriting
- Driven and enthusiastic
- Analytical
- Solution centric
- Personable and social
- Ability to deliver results with minimal oversight Person
- Honest, credible and trustworthy
- Self-motivated and highly organised
- Attentive to detail
- Comfortable working in fast-paced environment

Salary & Benefits

- £30,000 - £35,000 depending on experience
- Hybrid working
- Membership of employee bonus scheme
- 24 days leave entitlement plus Bank Holidays (pro rata) plus your birthday off
- Health and dental support
- Your own Lightfoot and associated benefits

Location

- There is the opportunity for Hybrid working (office & home working). Office space based on the outskirts of Exeter.