



SEARCH ENGINE OPTIMISATION SPECIALIST JOB DESCRIPTION & PERSON SPECIFICATION

Company Overview:

BIWORLDWIDE is a global leader in behavioural engagement and recognition solutions, headquartered in the UK for the EMEA region. Our mission: to inspire people and deliver measurable results. We nurture innovation, collaboration, and client success across diverse programmatic channels.

About the Role:

We're looking for a highly skilled and proactive SEO Specialist to join our sales and marketing team. This role is ideal for someone who thrives in both strategy development and execution - someone who can shape our SEO roadmap while also rolling up their sleeves to implement technical changes, optimise content, and build insightful analytics dashboards.

Key Responsibilities:

- SEO Strategy & Execution
 - Develop and lead our SEO strategy across technical, on-page, and off-page SEO.
 - Conduct regular SEO audits and implement technical improvements (e.g., site speed, crawlability, structured data).
 - Monitor and optimise site architecture, internal linking, and URL structures.
- Analytics & Reporting
 - Set up and maintain custom GA4 reports and dashboards to track SEO performance against KPIs.
 - Analyse traffic trends, keyword rankings, and user behaviour to inform strategy.
 - Provide regular performance reports and actionable insights.
- Content Strategy & Optimisation
 - Collaborate with the Content Marketing Manager to develop SEO-friendly content strategies.
 - Conduct keyword research and competitor analysis to identify content opportunities.
 - Optimise existing content for improved rankings and engagement via on-page and technical SEO optimisations.
- Stay Ahead of the Curve
 - Keep up to date with the latest SEO trends, algorithm updates, and best practices.
 - Advise on emerging areas such as Generative Engine Optimisation (GEO) and AI-driven search.
 - Propose SEO tools and technologies.



Required Skills & Experience:

- Proven experience in a similar SEO role in a B2B environment.
- Strong technical SEO skills (HTML, JavaScript, structured data, site migrations, etc.).
- Proficiency with Google Analytics (GA4), Google Search Console, Looker Studio, and SEO tools (e.g., SEMrush, Ahrefs, Screaming Frog).
- Experience setting up and interpreting custom analytics dashboards.
- Solid understanding of content marketing and how it supports SEO.
- Experience working with CMS platforms (ideally WordPress).
- Basic knowledge of web development or ability to collaborate effectively with developers.
- Understanding of international SEO and localisation strategies.
- Familiarity with GEO and the evolving landscape of AI-powered search.
- Excellent communication and project management skills.

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