**Role Profile: SEO Specialist**

**Purpose**

The SEO Specialist will be responsible for developing and implementing effective search engine optimisation strategies to improve the organic visibility and ranking of Cognita’s 100+ school websites globally. This role involves a comprehensive approach to technical, on-page, and analytical SEO to drive increased organic traffic and enhance user experience.

**Key Accountabilities**

**On-Page SEO:**

Conduct thorough keyword research and analysis to identify target keywords for each school website.

Optimise website content, meta tags, headers, images, and URLs to ensure they align with SEO best practices.

Develop and implement content strategies that are aligned with business goals and target audience.

**Technical SEO:**

Perform regular technical audits to identify and fix issues related to site architecture, crawlability, and indexability.

Ensure all websites are mobile-friendly and optimised for speed to enhance user experience and search rankings.

Implement structured data and schema markup to improve search engine understanding and rich results.

**Analytical SEO:**

Set up and manage SEO tools (GTM, Google Analytics, Google Search Console, Ahrefs, SEMrush, etc.) to track and analyse website performance.

Use data and analytics to monitor traffic, rankings, and user behaviour, providing actionable insights to refine strategies.

Prepare regular reports on SEO performance, highlighting successes and areas for improvement.

**Collaboration and Training:**

Work closely with the development team to ensure SEO best practices are integrated during website development and updates.

Collaborate with content creators and marketing teams to align SEO strategies with overall digital marketing campaigns.

Provide SEO training and guidance to regional teams and school staff to ensure consistent implementation of SEO practices.

**Performance Monitoring and Reporting:**

Regularly monitor and report on key SEO metrics such as domain authority, organic traffic, keyword rankings, and conversion rates.

Use performance data to continuously optimise SEO strategies and achieve higher visibility and traffic.

**Safeguarding Responsibilities**

* To comply with safeguarding policies, procedures and code of conduct
* To demonstrate a personal commitment to safeguarding and student/colleague wellbeing
* To ensure that any safeguarding concerns or incidents are reported appropriately in line with policy
* To engage in safeguarding training when required

**Person Specification**

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| **Skills** | Proficiency in SEO tools such as Google Analytics, Google Search Console, Ahrefs, SEMrush, etc.Strong analytical skills with the ability to interpret data and provide actionable insights.Excellent knowledge of on-page, off-page, and technical SEO strategies.Strong communication and collaboration skills.Ability to manage multiple projects and prioritise tasks effectively. |
| **Qualifications** | Bachelor’s degree in Marketing, IT, Business, or related field, or equivalent professional experience. |
| **Experience** | Proven 3 years’ experience as an SEO Specialist or similar role, with a strong understanding of search engine algorithms and ranking methods. |
| **Other** | Experience with HTML, CSS, JavaScript, and other web development tools is a plus. |

**Mindsets**

**We go together**We are stronger together, as one global schools' system and operate with our collective goals in mind. We show up for one another, collaborate widely and share generously.

**We believe we can**

We are driven and passionate about what we do. Determined learners, we progress fast by facing challenges and empower others to do the same. We take ownership of our responsibilities and always believe there is a way.

**We stay ahead**
We embrace change to stay ahead, whilst maintaining high-standards and best practice. We anticipate the future, not afraid to do things differently, so both our students and our business thrive today and tomorrow.

**We share a growth mindset**

We always consider the needs and perspectives of others. We are open to new ideas and ways of working, connecting to wider perspectives wherever possible.

**Key Stakeholders:**

**Internal – IT Applications Team, Global & Regional HR Teams, School Business Managers, Cornerstone Users**

**External – Third party integration partners (Cornerstone, Edays, SCR Tracker, etc)**

**Signed: ………………………………………….**

**Name (print): …………………………………..**

**Date: ……………………………………………..**