



# SEO and PPC job description

Location: Cornwall or Remote

Level: Mid

Reporting to: Head of Marketing

Salary: £30,000-£35,000 + EOT bonus

Hours: We are open to Full time, Part Time, Contract or flexible working

**We're an 80% employee-owned digital product studio and a proud B Corp. We work with ambitious startups, enterprise innovators, and purpose-driven organisations to build digital products and campaigns that make a real difference.**

**We care deeply about doing good work - and doing it in a way that's good for people and the planet. We're an AI-first team - everyone uses AI tools as part of how they work, not as an afterthought. We are constantly exploring what AI can do, and we want new people who join our team to do the same.**

**We take our work seriously, but we don't take ourselves seriously. In fact, we love to share bad jokes on the weekly whole team call, as well as allotment updates and wins of the week. It's a vibe.**

## The role

We're growing our marketing team, and we're looking for someone brilliant to join us. Someone who really gets search (organic and paid) and loves what the data tells you.

You'll work closely with our Head of Marketing on client delivery and in-house marketing activity, with SEO, PPC, and performance reporting at the heart of what you do. That means audits, keyword research, on-page optimisation, paid search campaigns, and the kind of clear, honest reporting that helps clients understand what's happening and why it matters.

This isn't a role where you'll just keep things ticking over. You'll be helping us grow and build something sustainable. There's real room to grow here.

You'll thrive if data excites you, you can translate numbers into plain English, and getting more out of a campaign budget gives you a genuine buzz.

## What you'll be doing

### SEO

- Support SEO strategy and delivery across client accounts - audits, keyword research, on-page optimisation, and technical recommendations
- Write clear, insightful reports that make data feel accessible - not overwhelming
- Monitor performance and spot opportunities before clients have to ask
- Stay on top of algorithm updates and shifting best practices

### PPC and paid search

- Set up, manage, and optimise paid campaigns across search, display, shopping, and remarketing - primarily Google Ads, with Bing and Meta Ads a bonus
- Keep a close eye on spend, performance, and ROI across all active campaigns
- Contribute to paid media strategy and bring your own ideas about where the budget should and can work harder



## Analytics and reporting

- Set up and manage reporting across GA4, Google Search Console, Bing Webmaster, and other key tools
- Write clear, insightful reports that make data feel accessible - not overwhelming
- Track performance across both organic and paid channels and translate it into meaningful recommendations

## Client and team collaboration

- Communicate confidently with clients - presenting work, explaining your thinking, building good relationships
- Work alongside our designers, developers, and wider team to deliver joined-up digital experiences
- Help sharpen our own marketing so we can reach more purpose-driven clients

## Tools you'll work with

- GA4, Google Tag Manager, Google Search Console, Bing Webmaster Tools
- SEMrush, Screaming Frog
- Google Ads, Bing Ads, Meta ads
- Data Studio (FKA Looker Studio)
- WordPress (you don't need to code - but you should feel comfortable working in it)

## Who you are

- You love data - and you're good at making it mean something to people who aren't data people
- You're comfortable in both organic and paid search - and you understand how they work together
- You're incredibly curious and always want to know why
- You communicate clearly, whether that's in writing, on a call, or in front of a client
- You manage your time and ad spend well
- You're proactive - you spot a gap and go after it
- You care about doing work that matters
- You enjoy embracing AI and discovering new tools to improve the process

## What we're looking for

Search is the core of this role - organic and paid. We want someone with real hands-on experience across both, and the analytical mindset to make sense of what the data is telling you.

The essentials:

- Solid, hands-on SEO experience across strategy and delivery
- Hands-on Google Ads experience - campaign setup, management, and optimisation
- Confident using GA4, Google Search Console, and Bing Webmaster Tools
- Familiarity with SEMrush or Screaming Frog (or a similar tool)
- Strong reporting skills - you can tell a story with data
- Clear, confident communication with clients
- Good attention to detail and time management



Bonus points for:

- Agency background
- Experience writing SEO-optimised content
- Bing & Meta Ads
- Content creation skills and wider digital marketing knowledge

You don't need to tick every box. If this role excites you and you think you'd do it well, please apply.

## **What we offer**

- We've built a culture that genuinely supports people - and we've backed it up with actual policies:
- Flexible working: remote or hybrid with our HQ in Truro, Cornwall
- 25 days leave (increasing annually) + Bank Holidays + Christmas closure that doesn't come out of your allowance
- Private healthcare and enhanced sick pay
- Maternity and paternity leave above the statutory
- Training budget and dedicated learning time
- 6-month salary reviews
- Volunteering days, team socials, and a Kudos recognition programme
- As part of an employee-owned trust, you're a partner in the business - not just an employee (and get an EOT bonus)
- No egos, no drama, no "rockstars" - just a team that has each other's backs
- £30,000-£35,000 + EOT bonus

## **Our commitment to inclusion**

We want Hiyield to be a place where everyone feels they belong and can thrive.

We actively welcome applications from people of all races, ethnicities, genders, religions, ages, abilities, sexual orientations, and neurodiverse communities.

If there's anything we can do to make the recruitment process more accessible or comfortable for you, please just let us know - we genuinely want you to succeed.

Please email us at [jobs@hiyield.co.uk](mailto:jobs@hiyield.co.uk)