

# SEO Manager

## September 2020

<b>Reporting to:</b>	Senior Manager – Digital Content	
<b>Direct Reports:</b>	None	
<b>Status:</b>	Contract – 1 year	Part-time (3 days/week) We support flexible working. Please talk to us about what you want.
<b>Salary range:</b>	\$85,000 pro-rata (PBI?)	
<b>Location:</b>	Sydney	

ReachOut values diversity in our workforce. We encourage people from Aboriginal and Torres Strait Islander and culturally diverse backgrounds to apply.

### About the organisation

ReachOut is the most accessed online mental health service for young people and their parents in Australia. Our trusted self-help information, peer-support program and referral tools save lives by helping young people be well and stay well. The information we offer parents makes it easier for them to help their teenagers, too.

We've been championing wider access to mental health support since we launched our online service more than 20 years ago. Everything we create is based on the latest evidence and is designed with experts, and young people or their parents. This is why our service is trusted, relevant and so easy to use.

Accessed by more than 2 million people in Australia each year, ReachOut is a free service that's available anytime and pretty much anywhere.

### About the role

The SEO Manager will be responsible for the formulation, monitoring and implementation of an SEO strategy across our Youth, Parents and Schools services.

As a not-for-profit mental health service, SEO is vital in ensuring we are able to provide help to young people and parents when and where they need it. With limited marketing budgets, SEO offers a significant opportunity for the organisation. In the past we have worked with an external agency to provide SEO advice, however as we have matured we see a need to bring the function in-house.

This role will be hands-on with copy/content development and analysis, and requires specialist technical SEO expertise. Your job will be to make sure SEO is considered in all content decisions.

You're an ambitious self-starter who's keen to embed themselves in the service. You've got a great mind for analysis and identifying opportunities, and you stay on top of industry trends.

**Your key responsibilities are:**



- Develop, implement and manage an SEO strategy
- Resource and publisher link-building including producing content to be placed externally
- Content gap analysis and implementation on our CMS for priority topics
- Performing technical/structural reviews and collaborating with digital on product enhancements to support SEO
- Supporting the content team with SEO for new content with things like: keyword research and general advice/review
- Monitoring and reporting on organic growth on the Youth, Parents and Schools services
- Keyword tracking and strategies for priority keyword growth
- Competitor tracking and analysis across priority topics

**You work closely with:**

With	Purpose
1. Senior Manager – Digital Content	Provides ongoing leadership, managing and support to the content team.
2. Content Producer and Content Coordinator	Collaborate on SEO advice and content production
3. Schools Manager	Collaborate to improve ReachOut Schools SEO
4. Service Delivery Team	Participate as a positive and participative team member
5. Digital Team	Collaborate on technical/structural SEO product enhancements

**To be successful in the role, the following experience is preferred:**

- 3+ years in an SEO specialist role either in-house or in an agency
- Experience developing and implementing an SEO strategy
- Experience link-building and writing content for external publishers
- Experience with SEO and analytics tools (Google Analytics and Search Console are a must, and you will feed in to additional tools that we subscribe to)
- Content Management System experience
- Ability to juggle competing priorities and make recommendations on the fly
- Strong knack for getting in the head of a user and making user-centric decisions
- Great organisation and time management skills
- Collaborative and a team player, a can-do attitude
- A commitment to ReachOut’s mission and values

**We also think it would be useful to have:**

- Experience in the mental health or not-for-profit sector
- Knowledge of or lived experience of mental health issues
- If you’re a young person or a parent of teenagers that’s a big bonus!
- Content production skills