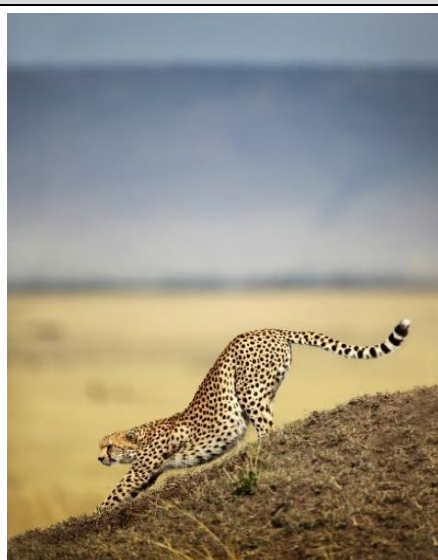


RED SAVANNAH

Job Title:	SEO Executive	Job Category:	Marketing
Department/Group:	Marketing	Prior Experience:	Minimum 5 years
Location:	Cheltenham, UK	Travel Required:	None
Level/Salary Range:	Generous salary subject to experience	Position Type:	Full Time
Reporting to:	Director of Marketing	Training:	In-house

Applications By Email To:

COMPANY PROFILE



Winner of the 2021 & 2022 Conde Nast Traveller 'World's Best Tour Operator' award, Red Savannah is a luxury travel company established in 2011 by George Morgan-Grenville and a team of extraordinarily knowledgeable professionals, each with many years' experience at the luxury end of the travel industry. Our address books are the best in the business - from kings to concierges - and we deliver only the most superlative life-changing travel experiences. Beautifully planned private journeys across the Americas, the Indian sub-continent and Asia, ruggedly exciting African safaris, idyllic palm-fringed Indian Ocean islands, the most stunning portfolio of hand-picked Luxury Villas and Resorts in Europe and the Caribbean and an impressive fleet of Turkish gulets – all delivered with charm, passion, integrity and style. The Red Savannah experience strives to be authentic, substantial and intelligent. The aim has always been to bring back craftsmanship in order to create journeys of genuine substance. Every Travel Designer sells what they know and says what they think. No hogwash. No luxury-speak. Just up-to-date knowledge and an ability to listen to and interpret sophisticated needs. In 2020, the company won the prestigious 'The Queen's Award for Enterprise'. Quite simply, we provide cutting edge travel redefined for the 21st century.

JOB DESCRIPTION:

Based in our Gloucestershire office, the successful candidate will successfully develop Red Savannah's SEO strategy to strengthen the company's website ranking in the main search engines through best practice techniques. We are seeking a highly motivated, experienced and talented individual to deliver this exciting brief. The successful candidate will be able to demonstrate a solid background in search engine optimisation, be well organised, technically competent, possess strong writing skills and sound commercial acumen. While the brief ranges across the entire Red Savannah portfolio, there will be an emphasis on improving results for villa-related searches.

Key responsibilities:

- To audit Red Savannah's website from a technical, structural, content and back-link profile perspective, identifying issues such as toxic links, incorrect tag usage, speed issues, penalties or technical blockages and drawing up plans for development.
- Implementation of on-site development plans including improving copy, updating meta data and optimising images.
- Liaison with Red Savannah's website developers where necessary to correct or improve the site's architecture or technical specification, including speed and accessibility, to resolve impediments to ranking.
- To review keyword usage and to conduct research for improvement using relevant SEO tools, whilst recognising our target market demographics and commercial priorities.



- To regularly review existing content including journal articles, product and destination pages for improvements such as internal linking and keyword usage.
- To identify content gaps for our most commercially important products and to create an innovative content strategy. This might include creation of infographics, collages, reviews, videos and interviews as well as article creation and guest blogging.
- To regularly disavow toxic links identified using Google Search Console.
- To identify and develop relationships with appropriate on-line partners for outreach, taking care not to 'double up' on Red Savannah's PR activities.
- To work with the team to leverage on-line coverage to support ranking.
- Provide SEO expertise during any web-site development projects.
- To conduct competitor analysis, identifying key search results competitors and tracking their activity.
- Monthly reporting on SEO activity, outcomes and plans.

Other:

- Liaise with the marketing and sales teams to coordinate activities and ensure on-line / off-line campaigns are activated seamlessly.
- Any other duties that might arise in a small, dynamic company that fosters a close-knit, mutually supportive environment.

EXPERIENCE:

- Minimum five years in a multi-disciplinary SEO role, either agency or in-house, with a track record of generating relevant sales leads.
- Full understanding of the most impactful Google algorithm updates.
- Fully conversant with Google Analytics 4, Google Webmaster Central and Google Search Console, and use of their reporting tools. A Google Analytics Individual Qualification is a distinct advantage.
- Experienced in using SEO tools, such as SEM Rush, Ahrefs, Moz, for identifying ranking blockages, keyword research and tracking competitors.
- Ability to use creative tools to produce infographics and similar, engaging content is a distinct advantage.

PERSONAL QUALITIES:

We are seeking a results-driven, digitally fluent individual who thrives in a competitive, creative environment to deliver this brief. Red Savannah team members are friendly, intelligent and motivated by successful delivery of the very best holidays. The successful candidate will have similar drive and ambition. A background in luxury brand marketing is a distinct advantage and an ability to use imagery and copy to position such a brand is essential. While this role does not involve travel, a keen interest in destinations around the world is desirable and would contribute to the team member's enjoyment of the role. The successful candidate will relish working in a fast-paced environment with a team who are the best in the business. Key qualities:

- Strong organisational skills and analytical ability.
- Strong copy-writing skills.
- Sound geographical knowledge and an ability to use initiative and to research product independently.
- Intuitive understanding of luxury brand positioning and communications.
- A practical, hands-on approach and can-do attitude at all times.

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