



Search Engine Executive - Europe
Location: UK Head Office, Telford

Reporting to
Senior Search Engine Specialist

The Company

At Protolabs, we're not only one of the fastest growing manufacturing companies in the UK, we're also the fastest in the world at what we do — so being extraordinary is a way of life. If you are looking for an extraordinary career opportunity, you've come to the right place as we are looking for additional people to join our team.

Protolabs is the world's fastest source for custom prototype and low- to mid-volume parts. With our 3D Printing, CNC and Injection Moulding services, our speed and versatility lets you take your parts from the very early stages of prototyping all the way up to short-run production of 10,000+ parts — all with one technology-driven, quick-turn company.

The Role

An exciting opportunity to join a world leading - digital manufacturing organisation, enjoying dynamic growth and ambitious development plans. This role is to help strengthen the digital marketing function concentrating on improving both Paid (PPC) and Natural Search (SEO). Operating across many regions, the successful candidate will assist in advancing search engine traffic in nine European locations (currently); monitoring performance in order to help exploit all search traffic potential. A good grasp of additional European language(s) would be a key advantage – particularly French and/or German, with the ability to apply these skills to paid search accounts

Skills / Knowledge / Experience

Candidates should have a reasonable mix of the skills noted below. However training will be provided in certain areas.

Key Responsibilities

- To provide accurate administration to Paid Search accounts (Google & Bing).
- Executing plans geared towards advancing Natural Search (SEO) rankings, providing a mix of on-page and off-page optimisation techniques.
- Assist in producing information to aid performance analysis.
- Flagging opportunities to the wider marketing team, but also confident in acting upon them independently.
- Monitoring account budgets and seeking out efficiencies to help maximise conversions.
- Acting on team briefs, management reports and targets.
- Liaising with external account support managers, helping to define and apply best practice.
- Tracking conversion rates to assist with reporting on overall website performance.
- Highlighting opportunities to drive online traffic to the Group's websites.
- Competency with search tools such as Adwords, Adwords Editor, Google Analytics, MOZ and SEMRush.
- A good understanding and keen interest of digital marketing in general, plus popular Social Media platforms, Email Campaigns, Landing Page/Website Content.
- A broad appreciation of wider digital channels and the interplay between them.
- Experience with website tools – CMS



Search Engine Executive - Europe

Location: UK Head Office, Telford

Professional Skills:

- Effective communication skills.
- Ability to understand and follow processes.
- A high degree of numeracy and literacy.
- Able to work under pressure with attention to detail.
- Effective when working as part of a team.
- Problem solving & analytical skills.
- Educated to degree level or has relevant experience in a role with transferable skills.
- A keen interest in the internet and marketing.
- Worked competently with Microsoft packages including Excel, PowerPoint and Word.
- Must have a keen eye for online trends and a digital mind-set.
- Additional European language skills – preferably French or German.

The Candidate

The role will appeal to an individual capable of working in a fast paced environment. You will have the initiative to approach challenges with enthusiasm and the ability to react to rapid changes in prioritisation whilst maintaining a clear focus on the company objectives. As a key member within the Marketing - Digital/Search team, you will work alongside the Senior Search Engine Specialist, responsible for helping to ensure PPC accounts meet high standards through day to day checks, assisting with reporting and optimisation. You will also support the delivery and continual improvement of natural search (SEO), working closely with the rest of the marketing team and regional managers to enhance website traffic and customer engagement.

Benefits

- Company bonus scheme
- Company pension scheme
- Daily flexible working plan
- Childcare vouchers
- Excellent working environment

To apply please e-mail your CV to recruitment@protolabs.co.uk or call +44 (0) 1952 683 543 for further information.