

JOB DESCRIPTION**MARKETING AND EXTERNAL
RELATIONS TEAM**

Job title:	SEO Specialist
Grade:	5
Responsible to:	Digital Experience & Web Manager
Date:	February 2026
Job purpose:	To work with key stakeholders to identify strategies, techniques and tactics to increase the optimisation of Falmouth University's website and drive organic search traffic to obtain a high-ranking placement across all major search platforms.

Main duties and responsibilities

1. Develop and manage Falmouth University's search engine optimisation (SEO) strategy.
2. Work with the wider Marketing & External Relations team to implement Falmouth's SEO strategy, ensuring goals are met and ROI is evidenced.
3. Monitor and analyse the performance of the Falmouth website and report on recommendations for improvement.
4. Work with the Web Editors to recommend and prioritise fixes for technical issues impacting SEO, including providing full explanations and briefs of fixes needed.
5. Work with the Performance Marketing Specialist to ensure the SEO approach supports a holistic search strategy for both paid and organic search.
6. Engage with third party sites to strengthen link-building opportunities, driving more traffic to the Falmouth website.
7. Prepare and present regular reports to the wider Marketing & External Relations team.
8. Keep up to date with SEO and digital marketing best practice and share knowledge and learning with Marketing & External Relations Team members.
9. Advise colleagues and help them to develop content strategies based on previous performance reports and audience insight.
10. Keep up to date with SEO innovations and implement best practice.

General duties and responsibilities

1. To perform to high professional standards.
2. To manage independently any errors or concerns at the earliest opportunity, or notify a senior member of staff as appropriate.
3. To use initiative in order to determine priorities, work with autonomy, and work effectively with senior colleagues.
4. To be responsible for your own continuing self-development.
5. To undertake other duties not specifically stated above, which from time to time are necessary for the effective performance of the University's business without altering the nature or level of responsibility involved.
6. To work within and actively support the equality and diversity policies and practices of Falmouth University.
7. To participate in the University's Annual Performance Development Review Process.

Health and safety at Falmouth University

The University takes health and safety matters very seriously. All staff have a responsibility to take reasonable care for the health and safety of themselves and others who may be affected by their actions and omissions. They also have a duty to comply with the University arrangements for health and safety. Staff with responsibility for others must ensure the proper enactment of University policy within their areas in line with levels of responsibility set out in the University's Health and Safety Policy.

Health & safety requirements

- In relation to health and safety you must comply with all relevant legal requirements. You are specifically responsible for ensuring that:
- You comply with safe systems of work in operation within your work area.
- You work co-operatively with other staff who have responsibility for health and safety requirements.
- You report any health and safety concerns to your manager or other responsible member of staff as soon as these are identified.
- You attend training as appropriate to your role (see the relevant health and safety training grid for requirements).
- You may be required to undertake duties as a first aider (for which a separate allowance is paid).

PERSON SPECIFICATION

Job title: **SEO Specialist**

Attributes	Essential requirements	Desirable requirements
Education and qualifications	Good undergraduate degree or equivalent professional qualification or equivalent relevant experience	
Experience and knowledge	<p>Recent and relevant experience in SEO.</p> <p>Proven ability in using data analysis platforms and SEO tools.</p> <p>A deep understanding of content strategy and optimisation.</p> <p>Experience in link building with an understanding of PPC and affiliate marketing.</p> <p>Experience of website management to meet SEO requirements.</p>	Awareness of other marketing channels
Skills and personal requirements	<p>Strong planning and organising skills which demonstrate the ability to manage multiple or competing objectives at the same time.</p> <p>Strong analytical skills.</p> <p>Strong written English skills.</p> <p>Ability to identify and assess improvements to processes and procedures.</p> <p>Excellent facilitation, collaboration and co-ordination skills.</p> <p>Ability to vary working hours to meet the needs of the workload.</p>	