



Outreach Lead

We are looking for a talented, ambitious Outreach Lead to join our team of search marketing specialists and help drive our organic and paid search offering forward. We can offer the opportunity to work on some great client accounts in a dynamic, exciting and supportive working environment.

Your responsibilities will include:

- Being principally responsible for the delivery of outreach and content marketing activities at Custard.
- Ideating, planning and executing outreach strategies for a range of clients both personally and by working with other members of the outreach and content teams as well as external parties where necessary (e.g. designers, developers, data providers) to gain coverage and backlinks for our clients.
- Performing outreach audits on new client accounts; deciding upon the most worthwhile outreach-related activity for each individual campaign; performing detailed competitor research in order to identify those link-building angles which are likely to be the most appropriate and effective; adjusting your approach to deliver increased ROI in the shortest possible time frame; leading ideation sessions for content-based link-building campaigns; analysing and reporting on the results of your efforts to deliver continual improvement.
- Planning and forecasting for clients and as part of the new business process.
- Keeping abreast of best practice, disseminating information about emerging tools and techniques to other staff and clients.
- Participating in client calls and meetings, including new business meetings, at our office in central Manchester and elsewhere in the UK when necessary.
- Day-to-day management of other members of the outreach team.
- Helping to build and develop the outreach team at Custard, training and mentoring junior team members, assisting the senior management team with recruitment of additional staff as deemed necessary.
- Assisting with the development of Custard's public image as an organic search thought leader by writing for our blog, contributing to our social media profiles, and attending industry events such as BrightonSEO and SearchLeads.

Requirements:

- You must have a thorough understanding of current organic search best practice with regards to outreach. Specific examples of this include knowledge of how perform link

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prospecting using tools such as Buzzstream; how to identify target sites by applying advanced search parameters in the SERPs; how to build links through modern (e.g. influencer outreach, skyscraper content) and traditional (e.g. editorial coverage, unlinked brand mentions) means; how to leverage client content and assets to incentivise links; experience of using content marketing and digital PR to attract authoritative backlinks; how to use tools such as Google Analytics and Search Console and other third-party platforms such as Searchmetrics, SEMRush, AHREFs and Moz to identify opportunities and measure results.

- At least 3 years in a dedicated SEO-focused role, with evidence of your success in building a variety of links for a range of clients.
- At least 1 year of experience in a role where you directly managed other team members.
- You must have experience of putting together briefs for supporting assets such as survey data and infographics.
- Excellent Excel skills.
- Excellent written and spoken English skills. The work carried out by you and other members of the outreach team is expected to be client-ready – consequently you will need a strong grasp of spelling and grammar.

What we can offer you:

- An interesting role with a high degree of autonomy.
- The opportunity to shape and mould our organic search offering.
- A fun working environment in the centre of Manchester, with table tennis, Friday bar, regular socials and a casual dress code, working with liberal, like-minded individuals who love what they do.
- Access to staff profit share scheme once you pass your probation.
- A competitive salary, with company pension contribution in addition.
- 24 days paid leave from starting, plus bank holidays.
- 1 additional day of leave for each year worked up to a maximum of 30 days.
- 1 hour lunch break, with regular, optional team activities.
- A culture of sharing knowledge and expertise.