

TEMPLE BROWN

SEO Growth Specialist

Full-time, permanent
Hybrid, Norwich
Salary: £33,500

The Role

Lead the account management and delivery of SEO services across Temple Brown's client base. Integrate SEO into the studio's website design and build process and lead the SEO function during the build process. Own client SEO accounts end-to-end, and help develop the function as the search and AI landscape evolves.

Role Summary

Job Title	SEO Growth Specialist
Department	SEO / Client Delivery
Reports To	Mitchell Brown (Director)
Direct Reports	None (initially)
Location	Norwich (Hybrid), Pilgrim Suite, Ketteringham Hall (Min. 3 days in office per week, with flexibility to do more if required for client meetings.) There maybe times where you will need to work out of hour's to support clients in other countries but this time would be taken back in lieu, in-agreement with your line manager.
Employment Type	Full-time, permanent (40 Hours P/W)
Experience	3-5 years' experience

About Temple Brown

Temple Brown is a Norwich-based creative agency working with B2B brands across professional service sectors, including engineering, legal, accounting, SaaS and financial services. From our studio at Ketteringham Hall we serve clients across the UK, US, Canada, Australia, New Zealand and South Africa.

Our work begins with brand discovery, then moves into designing and building websites that perform commercially and look the part. We know that the website build is only the start, and traffic and visibility is key to the website performing and providing real value. SEO is how we make that happen, which is why we're hiring an SEO Growth Specialist to own that function, lead client strategy, embed SEO into every build from day one, and help us evolve as the search landscape shifts toward AI.

How Success Looks

Client retention and satisfaction across SEO accounts under management. Achievement of agreed SEO KPIs across rankings, organic traffic and conversions, alongside new growth opportunities identified and delivered. Timely strategies, clear reporting, and SEO integration quality on new website builds from discovery through to launch. Active contribution to discovery, pitching and the ongoing development of the SEO function.

Responsibilities

SEO Delivery

Own the full SEO function across the client base. Implement on-page, technical and content SEO across Webflow and WordPress as primary platforms, and other CMSs as required. Apply working knowledge of Generative Engine Optimisation (GEO) and Answer Engine Optimisation (AEO), adapting content and technical recommendations for visibility in AI-driven and answer-based search.

Strategy & Reporting

Develop and deliver monthly SEO strategies for each client account. Monitor performance against agreed KPIs, report clearly to clients, and adjust direction as the data and search landscape evolve.

Discovery & Pitching

Work alongside the directors on client discovery sessions and, where helpful, the initial sales pitch, bringing the SEO perspective into the pitch from the very first conversation. Shape the SEO direction of a project before it begins, so strategy, site structure and content planning are built in from day one rather than retrofitted later.

Website Builds

Embed with the design and development team from project kick-off through to launch. Work alongside designers and developers across the full lifecycle, ensuring SEO considerations shape decisions at every stage rather than being handled at the end. Ensure every website launches fully SEO compliant: Google Analytics, LLM files, meta titles and descriptions, structured data, sitemap, robots.txt, and on-page SEO in place. Manage migrations, redirects and indexation.

Growth

Maintain an active understanding of each client's business, industry and competitive position. Identify growth opportunities through current affairs, industry trends and search behaviour, and recommend new initiatives to clients and directors.

Content

Write SEO-optimised articles and on-page content, and brief, review and quality-control content produced by other team members or external writers. Approach each client account with active research and development, building a strong understanding of their industry and

competitive landscape, and using SEO software to guide decision-making on topics, keywords and content direction that will grow their account.

Account Management

Act as the primary point of contact for a portfolio of clients, leading calls, monthly strategy sessions and reporting. Keep clients informed and confident throughout the relationship, and coordinate delivery with designers and developers as projects progress.

Wider Marketing Activity

From time to time you may be asked to support related marketing work, such as website copywriting for clients or helping deliver Mailchimp campaigns. Anything outside your existing skill set will come with training.

Function Development

Support the directors in continuously improving the SEO function. Stay current with developments in SEO, algorithms and AI, and trial new tools, processes and workflows that move the function forward.

What We're Looking For

3–5 years' hands-on SEO experience, ideally in an agency or client-facing role, across technical, on-page and content SEO.

Implementation experience on Webflow and WordPress, with working knowledge of GEO and AEO.

A research-led approach to SEO, with the analytical mindset to investigate a client's industry, competitive landscape and audience, and use that insight to shape strategy.

Proven ability to build SEO strategies and translate performance data into clear, client-ready reporting.

Comfortable contributing to discovery sessions and sales conversations, bringing the SEO perspective into early-stage client work.

Strong account management and client-facing skills; comfortable running calls, presenting strategy and owning relationships, both face to face and virtually.

Proficiency with the studio software stack: Figma, Webflow, WordPress, and SEO software including Google Search Console, Google Analytics 4, Ahrefs or Semrush, and Screaming Frog.

Ability to write SEO-driven content to a publishable standard, and to work independently as well as part of a team.

Experience with professional services clients (legal, engineering, accounting, architecture, SaaS, financial services) and international SEO.

Familiarity with AI tools and automation platforms (Claude, ChatGPT, Make.com), and a genuine interest in how SEO is evolving with AI and answer-based search.

An English degree, editorial or copywriting background, or proven experience writing to a high standard with an understanding of how to structure content from an SEO perspective.