**Job Title:** SEO Content Writer

**Location:** Hybrid (with 3 days in phs Caerphilly office)

**Reports To:** To be decided.

**Job Summary**

We are seeking a talented and results-driven SEO Content Writer to join our growing Marketing team. As a key member of the Marketing team and working closely with our Content and Digital team, the SEO Content Writer will be responsible for creating engaging, informative, and search-optimised content that drives traffic, boosts rankings, and supports our wider SEO and marketing objectives across the phs brand portfolio.

**Key Responsibilities**

* Conduct keyword research and apply SEO best practices to maximise organic visibility.
* Create high-quality, original content for blog posts, landing pages, and knowledge articles across phs brands.
* Optimise existing content to improve SEO performance, readability, and engagement.
* Collaborate with the SEO and content teams to align output with campaign and business goals.
* Maintain consistent brand tone, voice, and messaging across all content.
* Develop and manage a content calendar informed by SEO priorities and seasonal trends.
* Implement on-page SEO techniques including internal linking, meta descriptions, headers, and image optimisation.
* Monitor content performance using tools like Google Analytics and Google Search Console to identify opportunities for improvement.

**Measures of success:**

* Growth in organic traffic.
* Increase in keyword rankings (top 10 and top 3 positions).
* Improvements in on-page engagement (time on page, bounce rate).
* CTR from organic search results.
* Content delivered on time and aligned with content calendar.

**Requirements:**

* Proven experience as an SEO Content Writer, or similar role.
* Exceptional written and editing skills with a strong grasp of grammar, tone, and audience targeting.
* Experience with SEO tools such as SEMrush, Google Analytics and Google Search Console.
* Solid understanding of keyword intent and on-page SEO best practices.
* Familiarity with content management systems. Experience with Umbraco is a plus.
* Strong research skills, attention to detail, and the ability to work independently under tight deadlines.
* Understanding of B2B content strategy and best practices for engaging business audiences.