



# SEO and Web Analytics Specialist

Thanks for your interest in working at Citizens Advice. This document should give you everything you need to know about the above role.

**Want to chat about this role?**

**Please contact the recruitment team at [careers@citizensadvice.org.uk](mailto:careers@citizensadvice.org.uk)**



## The team

The role you're applying for is in the Human Centred Design team, which is part of the **Advice department** and more broadly within the **Client and Member Services Directorate**.

Formed in March 2025, the teams in the Advice Department are the bedrock of Citizens Advice, covering a dynamic portfolio spanning the full spectrum of advice development, innovation, delivery and assurance, all delivered through multidisciplinary teams that engage with the entire national organisation, wider service and advice sector. From managing large-scale advice products such as our public facing website to pioneering innovative pilots with corporate partners, the remit is broad and impactful. The department is pivotal in the move towards shaping and delivering a sustainable, sector leading advice service.

The Human Centred Design team drives the strategic development of impactful, sustainable advice content, products and services for our clients, online users and diverse network of close to 20,000 colleagues and volunteers.

Here are four ways you can find out more about us:

1. Citizens Advice Careers Site - <https://www.citizensadvice.org.uk/about-us/job-and-voluntary-opportunities/citizens-advice-job-opportunities/>
2. Citizens Advice LinkedIn - <https://www.linkedin.com/company/citizens-advice/life/10eff46c-fc7c-445c-a04b-b63063a2e3bf/?viewAsMember=true>
3. Citizens Advice - <https://www.citizensadvice.org.uk/>
4. Find out more through blogs, insights and 'how we help' stories <https://wearecitizensadvice.org.uk/>



## The role

We're looking for an SEO & Web Analytics Specialist to help improve how people find and use our online advice. Our content reaches around 10 million public users and thousands of advisers based in local Citizens Advice offices, so this role plays an important part in making sure our advice is visible, accessible and meeting users' needs.

The role combines SEO with web analytics. You'll help optimise our website for organic search while using data to understand how people find, navigate and engage with our website. You might come from an SEO background with strong analytics skills, or from a web analytics role with experience of optimisation.

Working closely with content designers and the Senior SEO Specialist, you'll support improvements to search visibility and content performance. You'll analyse search and user behaviour data, identify opportunities, and help turn insights into practical recommendations that improve how our advice content works for users.

You'll also play a key role in monitoring trends in how people search for information, including the impact of AI-driven search experiences, and help the

team understand how these changes affect content discovery and visibility. Through your reporting and insights, you'll help ensure our advice continues to reach the people who need it most.

## Role profile

<b>Band:</b>	Senior Officer - Mid	
<b>Reporting to:</b>	HCD manager	
<b>Proficient salary:</b>	£41,675 plus London allowance of £3,520 where applicable	
<b>Location:</b>	Blended between office and home (England and Wales)	<b>Travel (H/M/L) : Low</b>
<b>Team overview:</b>	The Human Centred Design team drives the strategic development of impactful, sustainable advice content, products and services for our clients, online users and diverse network of close to 20,000 colleagues and volunteers.	
<b>Role purpose:</b>	<p>As our SEO &amp; Web Analytics Specialist, you'll play a key role in ensuring our advice content reaches more people who need it. You'll split your time between optimising our website for search visibility and using web analytics to measure and improve performance.</p> <p>You'll work closely with the Senior SEO Specialist, collaborating on SEO priorities and analytics projects. You'll have support and guidance where needed, while also taking ownership of your own tasks and contributing insights that shape how we improve content performance.</p>	
<b>Key accountabilities</b>	<b>Key elements/Tasks</b>	<b>% of Time</b>
<b>1. SEO delivery</b>		<b>40%</b>

	<p>Support the Senior SEO Specialist to implement the SEO strategy, contributing insights from keyword research, performance monitoring and site audits.</p> <p>Carry out keyword research and competitive analysis to identify growth opportunities.</p> <p>Audit and optimise advice content, metadata, and technical SEO elements.</p> <p>Monitor and report on SEO performance using Google Search Console and other SEO tools.</p> <p>Collaborate with content designers to embed SEO best practices.</p> <p>Keep up to date with SEO developments and share insights with the team.</p> <p>Stay informed on how generative AI and AI-driven search shape user behaviour and search intent by monitoring industry updates, analysing AI search trends and traffic data, and assessing how these shifts affect content visibility and SEO performance. Use these insights to guide content optimisation.</p>	
<p><b>2. Web analytics delivery</b></p>	<p>Implement and maintain tracking using Google Analytics 4, Google Tag Manager and related tools.</p> <p>Create dashboards and reports that provide clear, actionable insights.</p> <p>Analyse user journeys and content performance to identify opportunities for improvement.</p> <p>Work collaboratively with content colleagues to inform decision-making with data.</p>	<p><b>40%</b></p>
<p><b>3. Exploration &amp; insight</b></p>		<p><b>15%</b></p>

	<p>Proactively explore data for trends and unexpected behaviours.</p> <p>Translate complex findings into clear narratives, visualisations, and recommendations.</p> <p>Support colleagues to understand and use analytics in their own work (through clear documentation and training).</p>	
<b>4. Contribute to the team and organisation</b>	<p>Work as part of an agile, multidisciplinary team.</p> <p>Contribute to communities of practice on SEO and analytics.</p> <p>Support the aims and principles of Citizens Advice, including our equity, diversity and inclusion goals.</p>	<b>5%</b>



## Person specification

Essential criteria	To be assessed at application	To be assessed at interview
1. Solid hands-on experience in SEO (content optimisation, keyword research, metadata, technical audits).	X	X
2. Strong web analytics skills: Google Analytics 4, Google Tag Manager, and data visualisation (e.g. Looker Studio).	X	X

3. Experience with tools such as SEMrush, Screaming Frog and Keyword Planner.		
4. Proven ability to interpret complex data and communicate insights clearly to non-technical audiences.	X	X
5. Strong organisational and communication skills, able to work both independently and collaboratively.		X
<b>Desirable criteria</b>		
1. Experience working in a multidisciplinary environment (content, design, development).		
2. Basic knowledge of HTML/CSS.		
3. Experience working with large websites or high-volume content.		

### Requirements for Role

- Commitment to equity, diversity and inclusion and its application in service delivery.
- Understanding of and commitment to the aims and principles of the Citizens Advice service.
- Willingness to travel occasionally within the UK.
- Commitment to continuous professional development and to contribute to a culture of continuous learning and knowledge sharing
- Ability to take individual responsibility for learning new technologies