

Job opportunity – July 2017

Digital Marketing & SEO Specialist

BVRio is seeking a digital marketing professional with experience using SEO analytic tools to grow the company's organic traffic across all channels.

This is an exciting opportunity for a self-driven individual with excellent analytical skills to be an active part in the growth of the company. The post is based in Oxford, UK.

1. About BVRio Responsible Timber Exchange

BVRio Responsible Timber Exchange (www.bvrrio.com/timber) is an online negotiations platform designed to promote the trading of forest products of legal and certified origin, integrated with a **Due Diligence and Risk Assessment** (www.bvrrio.org/timber) system. The system was designed to facilitate compliance with legislation such as the EU Timber Regulation and the US Lacey Act ([see video](#)).

The Responsible Timber Exchange was developed by **BVRio Institute** (www.bvrrio.org), a Brazilian organization with a mission to develop market mechanisms to facilitate compliance with environmental laws, and is operated by **BVRio Environmental Exchange** (www.bvrrio.com), an impact company created to scale up the mechanisms designed by BVRio Institute.

BVRio has a formal Key Account partnership with FSC® Brasil, is a Climate Action Leader of the R20 Regions for Climate Action initiative, received the Katerva Awards 2013 for Economy, and is a partner of the Forest Legality Initiative.

Since it was launched in November 2016, the Exchange has already received more than 800 timber-trading offers related to more than 11 million m³ of timber products, of which 30% is FSC-certified.

BVRio is an international organisation with its Head Quarters in Brazil, offices in the UK and Ghana, and representatives in China and Indonesia.

2. Position Summary

The position offers an exciting opportunity to take a leading role in the development and implementation of BVRio's digital B2B marketing plan. You will be responsible for analysing

BVRio's digital performance (website, mailchimp, Twitter, Facebook, LinkedIn, AdWords, etc.) and developing a strategy to maximise flow and conversion-rate based on your findings. You will work closely with BVRio's Communications Officer. The post is based in Oxford, UK.

3. Responsibilities

- You will be responsible for all aspects (tracking, measuring, reporting) of the web analytics for all digital channels of the company (Website, Mailchimp, Twitter, Facebook, LinkedIn).
 - Carry out analysis of digital activity for commercial campaigns using Google Analytics (GA) and other relevant tools as required
 - Leverage the Google Analytics platform to the fullest and apply best practices to clean up and maintain our GA account.
 - Determine how to meet analytics needs by utilising the various data sources and insight pieces available internally/externally.
 - Deliver high quality digital and social media analytics responses to planned and ad hoc briefs
 - Collating and bi-monthly reporting of performance statistics for digital communications across all channels and using these statistics to influence future digital activity.
 - Develop accessible, accurate dashboards of organic traffic, leads, conversions and other relevant metrics.

- You will conduct effective AdWords campaigns and report on their performance

- You will develop a B2B marketing strategy for LinkedIn
 - Identify and engage with potential partners
 - Generate leads

- You will support the Communications Officer in her digital tasks
 - Solving issues using data found in GA and other relevant tools, and suggest marcomms campaigns improvements
 - Help creating targeted email marketing campaigns to promote BVRio's services
 - You will identify customer insights that will help the communications officer to develop effective strategies to acquire and retain customers
 - Co-develop actionable recommendations based on the data

- You will be responsible for SEO

- Writing informative and effective search engine optimised copy for the website and external blog postings
- Keeping up to date with SEO changes and advances in social media and advising on new channels and approaches to adopt
- Provide actionable insight to the commercial team, enabling them to better achieve business goals

4. Qualifications, Experience, Qualities

Essential Qualifications, Experience, Skills:

- Experience with several digital analytics tools such as Google Analytics, Facebook insights and LinkedIn Analytics is essential.
- Proven track record of delivering and presenting actionable insights and analyses to stakeholders
- High level of logical thinking and problem solving skills, ability to draw meaningful conclusions from disparate and incomplete sources
- Able to understand complex business questions and to frame the right analytical questions
- Understanding of international SEO concepts and techniques and different search engines around the world
- Up-to-date with the latest trends and best practices in SEO
- Good team player and willingness to work with a small team

Highly desirable:

- Experience and/or knowledge related to the timber sector and environmental legality issues
- Working knowledge of another language (Portuguese or Chinese)

5. To apply

Please send your CV and a cover letter (1-3 pages) explaining your suitability for the position and confirmation that you are eligible to work in the UK, addressed to Cristina Tavares, to cv@bvrrio.org

6. Salary

Please state expected salary range in cover letter.

Application Deadline: 15 August 2017

BVRio is an equal opportunity employer.