



## Job Description: Business Development

- Develop and implement the social media strategy for SKS Business Services, a group of 5 accounting firms based in West London.
- Focus on LinkedIn, Facebook, Twitter, Instagram and Email marketing.
- Target different sectors including Construction, IT, Restaurants, Biotech – some will be nationwide, some will be regionally specific.
- Experience with digital marketing background.
- Knowledge of SEO, website maintenance and content marketing.
- Experience of using CRM.
- Acquisition of new client for accounting firm/ target-oriented revenue generation and many more.
- SEO
- Websites analytics and maintenance
- Google Analytics
- Google Adwords
- Good communication skills / Tele sales experience.

### SKS Business Services Ltd.

Directors : Mr S K Swarup FCA (India) ACA (ICAEW) MBA (Cranfield), Mr Anil Swarup BSc (Hons)

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