



JOB DESCRIPTION

Position Title: SEO Specialist	
PAYSCALE: TIER 3	
Key Responsibilities	Brief Description of Duties
<p>Experienced SEO Specialist who's responsible for improving the company's organic search results. Creates and launches SEO campaigns, identifies areas of improvement, runs PPC campaigns, and attempts to improve the clients' sites' rankings in major search engines.</p>	<ul style="list-style-type: none"> ● Perform keyword research in coordination with client business objectives to optimize existing content and uncover new opportunities ● Provide SEO analysis and recommendations in coordination with elements and structure of websites and web pages ● Provide recommendations and execute strategies for content development in coordination with SEO goals – general and keyword specific ● Administer search engine programs (XML sitemaps, shopping feeds, webmaster tools) for purposes of diagnostic reporting on client projects ● Help to create and support marketing content to socialize and use for social media purposes (e.g. customer videos briefs, customer case studies, blog posts, posts from analysts and customers) ● Implement link building campaigns in coordination with client SEO goals ● Assist in development and execution of communication/content strategies via social communities in coordination with SEO goals ● Keep pace with SEO, search engine, social media and internet marketing industry trends and developments ● Research and administer social media tools in support of clients' social media strategy ● Monitor and administer web analytics dashboards, reports and key reporting tools, and point out key areas of importance in accordance client goals ● Monitor and evaluate search results and search performance across the major search channels ● Communication to team and management on project development, timelines, and results ● Work closely with the other team members to meet client goals
<p>Key Qualifications</p>	<ul style="list-style-type: none"> ● Must have at least 1 year experience in Search Engine Marketing (SEM) and Search Engine Optimization (SEO) ● Proficiency in MS Excel, PowerPoint, and Word ● Experience with website analysis using a variety of analytics tools including Google Analytics as well as internal reporting tool ● Experience working with popular keyword tools (Google, WordTracker, Keyword Discovery, etc) ● Experience working with CMS and building/administering content in CMS environments ● Desired: Knowledge of HTML/CSS and website administrations ● Proficient with Google Suite (Docs, Sheets, Gmail, Calendar) ● Passion for SEO and internet marketing ● Outstanding ability to think creatively, and identify and resolve problems ● Attention to detail and the ability to effectively multi-task in a deadline driven atmosphere ● Ability to clearly and effectively articulate thoughts and points ● High levels of integrity, autonomy, and self-motivation ● Excellent analytical, organizational, project management and time management skills



Technical Requirements	<ul style="list-style-type: none"> • Computer Processor is at least Dual Core (for both primary and backup computers) • Computer Memory/RAM is at least 4GB (for both primary and backup computers) • Computer Operating System is at least Windows 7 • Both primary and backup internet connections should be running on a 3Mbps plan or higher with at least a download speed of 2Mbps • USD headset with noise cancellation feature • A quiet work environment
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Core Competencies	
Key Competencies	Performance Standards/Results
Effective Communication	<ul style="list-style-type: none"> • Presents information both clearly and concisely and regularly confirms correct interpretation of information. • Very high standard of communication skills both written and oral for the presentation of facts and ideas. • Written communication must be clear, concise, and easy to read and comprehend.
Organization of Work	<ul style="list-style-type: none"> • Demonstrates the ability to handle several projects simultaneously. • Implements the key principles of time management, task allocation and priority assignment in addition to personal organisation. • Continually seek ways to improve the service provided via development of professional skills and personal growth. • Initiates and responds to suggestions for improving service.

Position Requirements / Selection Criteria
Essential Knowledge, Skills and Abilities
Extensive computer and internet literacy
High Speed Internet Connection
Highly Proficient in English Language
Available to work on US business hours
Long term commitment
Proficiency with advanced Microsoft Office applications including Word, PowerPoint and Excel; and Google suite
Attention to detail and a high level of accuracy in all output
1+ years prior experience in Search Engine Marketing (SEM) and Search Engine Optimization (SEO)
Must be able to work with minimum supervision
Open to ongoing training

IMPORTANT NOTE:

Check out ["Open Positions"](#) for more details on all Tier 3 positions available. Fill out ["Join Us" form](#) to start the application process.