

# SEO Manager

(Company Introduction & Description)

## Job Description

As an SEO Manager, you will oversee several internet marketing activities, focused on developing and executing search engine optimization strategies and performance analysis. As an SEO Manager, you will use your analytical, problem-solving, organizational and time management skills to work on multiple projects while managing a team of Specialists. You will manage campaign strategies and implementation for clients while working with management and team members.

## Responsibilities

- Work directly with your clients in planning and implementing search engine optimization strategies that drive and results to clients.
- Communicate with your clients on status, timeline, deliverables, performance reporting, competitive intelligence analysis and other follow-up items.
- Provide regular reporting and updates on performance to clients.
- Manage and execute online marketing strategies including; search engine optimization, social media, and content optimization and development.
- Extract insight from varied data sources, identify relevant trends and provide well-developed recommendations to enhance and exceed overall client search marketing goals and objectives.
- Exhibit clear understanding of overall client brand messaging and goals, and manage the development of content for search engine optimization purposes, including keyword generation, blog and social media copy creation and website copywriting.

## Qualifications

- 4+ years of experience in SEO
- Previous team management experience
- Prior agency experience and/or experience working on enterprise accounts
- Proven success managing a client relationship
- Excellent interpersonal and communication skills, both written and verbal
- Advanced problem-solving skills for websites and technical SEO implementation experience including: on-page SEO factors and site architecture improvements, along with knowledge of content management systems
- Highly motivated and able to work independently and as part of a team
- Excellent knowledge of MS Excel, Word & PowerPoint

- Understanding of HTML, FTP, and CMS programs
- BONUS: Understanding of paid search engine marketing, website user experience and conversion optimization, or experience with HTML, JavaScript, CSS and other programming related topics