

## **SEO SPECIALIST**

- \* Experienced SEO/web copywriter to edit/create website content
- \* Create press releases for distribution to digital media outlets
- \* Write and edit HTML for SEO purposes
- \* Research and cross-reference profitable keywords
- \* Assist team leader in research and development of on-page optimization
- \* Work with designers and copywriters to create content that is optimized for search engines yet remains user-friendly
- \* Help build, organize and maintain an ongoing linking strategy for multiple web sites
- \* Analyze and report click rates, conversion, ad expenses, and overall campaign performance to make data driven decisions and constantly improve ad effectiveness and maximize ROI
- \* Research and collect data, prepare reports using internal and external resources, and maintain records and statistics
- \* Measure and report on the effectiveness of SEO strategies. Own the performance of the campaigns; reach volume and ROI targets
- \* Track and report progress through spreadsheets, verbal presentations, and other means
- \* Complete other related duties as determined by management

### ***Qualifications***

- \* Have experience in SEO/web copywriting
- \* Have a positive, team player attitude
- \* Be able to provide samples of previous implementations of SEO-focused copy
- \* Be creative and flexible
- \* Be detail-oriented with a strong focus on analytics
- \* Be self-motivated and have exceptional organizational skills
- \* Have effective verbal and written communication skills
- \* Have strong time management skills and the ability to meet tight deadlines
- \* Be willing to learn and adopt new techniques and strategies
- \* Be able to manage projects
  - \* planning, scheduling, meeting deadlines, documentation
- \* Interact professionally with a diverse group of people
  - \* from the CEO to clients and vendors, and everyone in between
  - \* including your own team members

### ***Academic & Working Experience Requirements***

- \* Bachelors degree is preferred, but professional internet marketing or journalistic experience for at least 3 years may be accepted
- \* Excellence in grammar, spelling and English language composition
- \* Experience in Dreamweaver is preferred
- \* Proficiency in Microsoft Office software (Word, Excel, Outlook, PowerPoint)
- \* Experience working in a team environment to complete projects based on customer specifications
- \* Must understand basics of dynamic web content
- \* Experience in the automotive aftermarket industry is a plus.

**Rate:** Depends upon experience (TBD)

#### **PROJECT RELATED COMPETENCIES SOLUTION DEVELOPMENT AND DELIVERY**

- Assists in physical and logical database design.
- Understands technical and functional design requirements.
- Creates prototypes for client engagements.
- Designs, codes, and tests technical solutions.
- Identifies system deficiencies and recommends solutions.

#### **PROJECT EXECUTION**

- Assists in enforcement of development deadlines and schedules.
- Understands the necessity of and contributes to coding standards.
- Develops internal and external meeting objectives and agendas.
- Prioritizes multiple tasks effectively.

#### **PROFESSIONAL QUALITIES**

- Displays a positive attitude.
- Demonstrates flexibility in day-to-day work.
- Sets high standards of performance for oneself.

#### **TEAMWORK**

- Establishes harmonious working relationships with team members.
- Appreciates each team member's contributions and values each individual member.

#### **CLIENT MANAGEMENT**

- Values internal and external clients and responds to their needs as they arise.
- Establishes effective working relationship with clients.
- Follows established communication guidelines.
- Uses good judgment in what and how to communicate with clients.

#### **ORGANIZATIONAL RESPONSIBILITIES**

#### **PROFESSIONAL DEVELOPMENT**

- Understands the professional development process and becomes actively involved by setting challenging goals and meeting them through continuous learning.
- Seeks input from mentors and supervisors.
- Actively applies feedback received to day-to-day work and strives to improve performance.

#### **INTERNAL OPERATIONS**

- Accurately completes and submits time and expense reports in a timely manner
- Accurately completes and submits status reports in a timely manner.
- Complies with all company policies and procedures.