## Search Engine Marketing Specialist (SEO/SEM) job profile

Search Engine Marketing Specialists (SEO/SEM) are responsible for planning, implementing and managing company's overall SEO strategy. They usually cover a wide variety of duties such as web marketing, web analytics, content strategy planing, link building, and keyword strategy.

In order to attract Search Engine Marketing Specialist (SEO/SEM) that best matches your needs, it is very important to write a clear and precise Search Engine Marketing Specialist (SEO/SEM) job description.

## Search Engine Marketing Specialist job description

We are looking for an experienced and knowledgeable Search Engine Marketing Specialist to join our Marketing team! As a SEO Manager you will be responsible for planning, implementing and managing our SEO strategy. As our online presence is extremely important for the success of business, your position will play a huge role in driving our business' growth and success.

## Search Engine Marketing Specialist duties and responsibilities

* Plan, develop and implement our SEO strategy
* Work towards organic search optimization and ROI maximization
* Regularly perform thorough keywords research
* Identify key SEO KPIs
* Monitor redirects, click rate, bounce rate, and other KPIs
* Prepare and present reports regularly
* Identify our buyer persona to better target identified audiences
* Identify problems and deficiency and implement solutions in a timely manner
* Suggest improvements for process and productivity optimization
* Work with web developers and marketing teams to properly implement SEO best practices
* Stay up to date with the latest SEO and digital marketing latest trends and best practices

## Search Engine Marketing Specialist requirements and qualifications

* experience as Search Engine Marketing Specialist or similar role
* experience with planning and implementing a successful SEO strategy
* Proven success in SEO
* experience web analytics, marketing, and business development
* Experience with A/B testing and other testing metrics
* Knowledge of HTML, CSS, JavaScript
* Ability to analyze data and provide evidence-based recommendations
* Sense of ownership and pride in your performance and its impact on company’s success
* Critical thinker and problem-solving skills
* Team player
* Good time-management skills
* Great interpersonal and communication skills
* Degree in relevant quantitative fields.