# Growth & SEO Product Manager

Indeed.com is looking for an experienced SEO Manager focused on growing organic traffic to our company pages and adjacent products. Based in our Singapore office the SEO Manager will define and execute the SEO-strategy for our products tailored around company insights, salaries and user generated content. This role will work closely with the product and engineering teams in our Singapore and Tokyo offices. The position will be a driving force in achieving our growth goals and impact people across the globe, helping them find their next job through Indeed.   
  
The ideal candidate is passionate about figuring out how search engines work through careful research and testing, and excited to use this knowledge to help people find jobs through Indeed. You will drive Indeeds learning and growth in the job search space, staying on top of changes among search behavior, search engines, and competitors to create impactful growth initiatives. You will have the technical experience to work with our various stores of data, leveraging that information into actionable, scalable SEO improvements.   
  
Key Responsibilities:

* Create SEO growth and development strategies for Indeed company pages and adjacent products developed in our Singapore and Tokyo offices.
* Design and execute sound research to learn about how search engines work.
* Design and execute SEO multivariate tests to learn and quantify success (or failure), keeping focus on overall goals.
* Prioritize and execute initiatives collaborating with Product, Engineering, and International teams.
* Train Product, Engineering, and other relevant teams on SEO best practices. Document SEO lessons learned to improve Indeeds overall SEO knowledge and strategy.
* Help product analyze and monitor key competitors.
* Derive insights from huge datasets, mining logs or crawling the web as necessary.
* Master and be the point person on industry standard analytics tools and proprietary systems.

Requirements:

* Strong understanding on how search engines work, and how to use this knowledge to provide real benefit to users.
* Strong initiative to create new projects and drive them through to completion.
* 5+ years of experience developing and executing successful global SEO practices resulting in more than 50MM UVs a month is required.
* Strong SQL or similar language required. Basic knowledge of HTML, CSS, front-end Javascript required. Python experience preferred.
* Strong understanding of search engine ranking algorithms and strict adherence to white-hat SEO techniques.
* Advanced user in SemRush, AHrefs, Google Analytics, Similarweb and other industry tools.
* Ability to quantify SEO initiative impact and prioritize accordingly.
* Exceptional communication and presentation skills, and strong interpersonal skills and ability to work well in a team environment. Ability to clearly explain important concepts to various audiences.