The backbone of marketing for every e-commerce website lies in search engine optimisation (SEO). As an experienced SEO leader for all SEO initiatives, you'll also be involved in the following:

* Develop and maintain SEO strategic roadmap. Communicate optimisation opportunities and risks across all parts of the organisation
* Devise and gate-keep an integrated marketing plan with Commercial / Product leads and local Country GMs to oversee the follow-through of these plans with both teams
* Manage and lead regional and local SEO teams in championing efforts and aligning direction on SEO
* Perform ongoing technical SEO audits, backlink analysis, content analysis, and opportunity identification
* Oversee the research of best practices, popular keywords, and other useful metrics, and eventually analysis, modification, and adoption
* Strategize and collaborate editorial/content teams on content creation, SEO optimization, linking and distribution
* Analyze trends of searches to understand market movements and power teams with insights on business terms useful to capitalize on
* Leading and training the SEO team on new strategies and future algorithms as well as educating other teams on SEO's functional importance
* Traveling as required by the business

Requirements

You are predisposed to the world of SEO and work well in a highly collaborative environment with technical SEO expertise. The best candidates also possess the following:

* > 6 years of professional SEO experience
* BA/BS in business management, computer science or applicable discipline
* Analytical and metric-driven, with experience in working in highly competitive markets across geographies and should be able to demonstrate a clear and proven SEO process with many years of learning as well as forward planning in tandem with developments in the ecosystem
* Deep understanding of search engine ranking factors, semantics, algorithms and core SEO principles
* Expert with SEO tools such as GA, Search Console, Ahrefs, Raventools, Authoritylabs, Screaming Frog, SimilarWeb, MOZ, Conductor, Majestic, BrightEdge
* Solid understanding of HTML, CSS, and Javascript for SEO purposes as well as site and network architecture
* Able to conduct content generation projects - such as blogging, social media marketing, etc.
* A content marketing expert to guide the team in building great content marketing links and improve the value of the overall domain
* Direct experience in building and leading a team
* Superior relationship-building skills and be able to deliver results working with cross-functional teams
* Strong network with the SEO community in Asia is a plus.
* Strong analytical skills to read, analyse, and present data in a business sense.
* Experience in working with large scale/e-commerce sites
* Able to work on server logs to understand crawl patterns and take actionable steps
* Knowledge of multi-lingual website optimization would be an advantage