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# Example of Manager, SEO Job Description

Our company is searching for experienced candidates for the position of manager, SEO. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for manager, SEO

* Knowledge and experience of web analytics and techniques, including Google Analytics
* Refine and execute the adidas US SEO strategy, ensuring alignment with US Brand Marketing initiatives and Global SEO standards
* Serve as the voice of SEO in the Portland office responsible for evangelizing SEO to a variety of stakeholders and safeguarding the SEO performance of all adidas US digital properties
* Initiate further SEO projects (relating to technical changes, content, UX, social media, PR, ) in collaboration with the US Channels team and various other Portland based teams
* Act as the US SEO expert, driving best practice definition and execution, including training internal stakeholders
* Monitor and grow SEO traffic and revenue globally
* Lead on-site and offsite SEO global strategy
* Manage external agencies to ensure we get maximum value and that they deliver campaigns on time with impact clearly measured
* Provide guidelines to diverse teams – Brand Marketing, IT, franchisees, PR, ecommerce, social media, paid search, content
* Own overall SEO insight, reporting and tools, including developing a uniform set of KPIs and measures of return on investment, to ensure we are measuring success effectively and consistently

## Qualifications for manager, SEO

* Familiarity and experience with Screaming Frog, MOZ, SEMRush, Brightedge, Conductor, and/or other industry tools
* Ability to manage processes & projects across several clients at a time
* A thorough understanding of key search engine ranking factors
* Ability to conduct relevant keyword research and make recommendations
* A thorough understanding of and the ability to conduct detailed on-site optimization
* Ability to interpret analytics data and identify actionable opportunities