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# Example of Manager, SEO Job Description

Our company is growing rapidly and is looking to fill the role of manager, SEO. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for manager, SEO

* Together with SEO team, derive technical SEO strategy, roadmap, specification
* Write and edit copy for a variety of online channels (if needed) including web pages, blog posts, articles, white papers, PPC ads, SEO copy, social ads
* Willingness to work closely with the department within the company
* Developing the SEO channel strategy and plan to support the overall digital strategy
* Collaborating with other channel performance managers to ensure alignment across all digital channels, including SEO, PPC, Affiliate, Display
* Developing reporting capabilities to measure key SEO performance indicators
* Providing insights from SEO channel to support web journeys and content creation
* Managing SEO agency relationships and associated budgets to deliver agree plans
* Perform thorough onsite and offsite SEO assessments 
* Develop and manage onsite and offsite SEO strategies 

## Qualifications for manager, SEO

* 2 to 3 years progressive work-related experience in eCommerce, Interactive/Digital marketing, or Creative/visual merchandising
* Must be a team player, have strong interpersonal skills, and work well independently part of a team
* Deep knowledge of search engine algorithm methodologies, CMS Systems, search engine optimization best practices
* Experience with website analysis using a variety of analytics tools including MOZ, BrightEdge, DeepCrawl, Screaming Frog, SEM Rush, Google Analytics other standard SEO tools
* Solid grasp of how search engines work core SEO and SEM tenets
* Basic knowledge of website design and development