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# Example of SEO Marketing Manager Job Description

Our growing company is looking to fill the role of SEO marketing manager. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for SEO marketing manager

* Continuously research, identify and execute on testing new online marketing channels to drive traffic and revenue
* Manage regular website maintenance and address problems as they arise
* Build and maintain strong relationships with other departments and vendors to improve project workflow
* Ensures brand consistency
* Collaborate across the enterprise to develop campaigns and capabilities that enhance the customer experience, the online visibility of store locations and services
* Identify new ad opportunities and search strategies (including bid management and audience optimization)
* Running ad copy and landing page tests
* Working with our business partners and agency to ensure sites perform on an SEO basis
* Answering ad hoc business SEO questions
* Develop search marketing best practices and take actions to enhance website optimization including taxonomy, product naming standards, site architecture, canonicalization, link-building and meta tags to improve SEO positions for target keywords and user experience

## Qualifications for SEO marketing manager

* Minimum of 5 years of "hands-on" experience as SEO/SEM Manager with proven track record of successful strategy and implementation
* Proven SEM experience managing PPC campaigns across Google, Yahoo, Bing, and other relevant regional search engines
* Immense attention to detail and extreme focus on quality of results
* Ability to manage time and organize projects
* Experience managing a full service search agency
* Excellent creativity and flexibility