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# Example of SEO Specialist Job Description

Our innovative and growing company is looking for a SEO specialist. 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 SEO specialist

* Work with cross-functional teams such as Analytics, Engineering, Social, PR, Site Marketing, Merchandising, and Community to help develop and execute ongoing fresh content on the site
* Work with PR, Social and Community to establish new blogger relationship opportunities
* Assist in publisher recruitment for affiliate marketing program and strengthen publisher relationships
* Serve as liaison across Acquisition channels, including but not limited to Affiliate, Facebook, Display, and Remarketing
* Support the SEO Content Manager
* Assist in managing all efforts related to the production of A++ detail page content and product videos
* Understand the landscape of content options available from product manufacturers, syndicators and custom authoring
* Support company needs for SEO copywriting
* Learn company CMS platforms
* Perform Quality Assurance/User Acceptance Testing

## Qualifications for SEO specialist

* 2+ years of online marketing experience and familiarity with the acquisition channel
* Knowledge of search engine algorithms, SEO concepts, ranking strategies, and SEO tools and vendors such as BrightEdge, Bloomreach, aHrefs, Screaming Frog, and Moz
* Experience with technical site audits
* Experience in optimizing mid-sized ecommerce websites
* A “can-do, go-getter, team-player” attitude
* Experience with copywriting or an interest in content writing with strong written communication skills