



Example of Manager, SEO Job Description

Powered by www.VelvetJobs.com

Our company is looking for a manager, SEO. 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 manager, SEO

- Create and maintain insightful reports to track the performance of high level organic search, the performance of specific areas of the site, reporting on improvements based on optimizations that have been implemented
- Build the in-house SEO capability
- Create & deliver our SEO strategy
- Manage & develop our SEO agency
- Select & lead on our SEO tool offerings
- Implement integrated search marketing plans and work closely with other specialists and departments within the company to ensure best practice is being rolled out across the board
- Previous experience in SEO Manager/Consultant level role
- Advanced understanding of all aspects of Search Engine Optimisation
- Experience using SEO software platforms (Brightedge, Linkdex, MajesticSEO, LRT, Buzzstream, Conductor)
- Knowledge of the mobile phone industry and online marketing Advanced knowledge of Excel

Qualifications for manager, SEO

- Expert knowledge of Google Analytics and Microsoft Office Applications
- Experience developing websites and applications with HTML and web server knowledge

- Familiarity with the broader online marketing/acquisition context
- 5+ years hands-on SEO experience (either agency or client side)
- Advanced computer skills with proven Excel experience