



Example of SEO Marketing Manager Job Description

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Our innovative and growing company is looking to fill the role of SEO marketing manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for SEO marketing manager

- As a PM, you will deliver exceptional customer and supplier ecommerce experiences for millions of users in Thailand
- You'll coordinate with designers, engineering leads, business development, marketing, and logistics counterparts to execute against aggressive timelines
- You will develop data-driven strategies to rollout and to adjust features
- You will get to know your customers and help increase conversion rates, engagement times, and user loyalty
- Lead BX (Buyer Experience) tech roadmap for Thailand
- Coordinating all departments (merchandizing, online marketing, mobile, payment, commercial and sellers)
- Develop and implement link acquisition strategies from a wide range of sources using outreach, content syndication, digital asset development
- Discover link opportunities thru competitive backlink research via tools such as Brightedge, Majestic SEO, Ahrefs, Open Site Explorer, and SEM Rush
- Monitor and report key performance indicators such as indexing, rankings, backlinks, and serp click through rates
- Keep up-to-date with the newest SEO/SEM strategies, techniques and best practices

Qualifications for SEO marketing manager

- You must be able to write clearly and quickly, present your ideas in an organized and coherent manner and be willing to stand up to the challenges

- Unique balance of disciplined strategic thinking, creative passion, and a willingness to be hands-on, while being able to stay “above the fray” to ensure goals are being hit are required
- Experience with articulating and communicating the impact that Technical Structure, Design & Aesthetics, Content, Navigation, Information Architecture, Branding/Marketing, Performance, Functionality and ecommerce have on SEO is required
- Analytically minded, comfortable manipulating and analyzing large amounts of data in order to make actionable recommendations is required
- Experience with web analytics tools (Urchin, Webtrends, Ominiture)
- Experience using a CMS and an understanding of the impact they have on SEO is preferred