RKG | Merkle

SEO Specialist (February Video Interview Day)

Important Dates

Current Cycle:
SLAC 2014-15
(7/01/14 - 6/30/15)

Pre-select deadline:
2/11/15

Searchable Range:
1/02/15 - 6/30/15

Application Range:
1/02/15 - 1/28/15

Applications

This job currently has a total of 4 active applications.

Find students to apply

Job Details

Job Title:
SEO Specialist (February Video Interview Day)

Description:

**SEO Specialist**

The SEO Specialists implement SEO strategies and tactics for a portfolio of clients of varying sizes. This position is responsible for various internet marketing activities including: research, search engine optimization, social media marketing, and link development for our clients. To be successful you must have superior organizational and time management skills as you will be expected to work on multiple projects at the same time under strict timelines and budgets.

- Work closely with Account Managers to identify strategies and trends for client accounts
- Set up client reporting and analytics to allow for easy analysis of client goals and measurable analysis of client performance
- Assist account teams in development of client messaging and search marketing creative, including but not limited to keyword generation, page titles, meta descriptions, and content development
- Manage and monitor SEO projects and deliverables alongside Account teams
- Provide technical recommendations for client accounts and audit clients’ sites for SEO opportunities
- Provide regular updates on clients and projects to Account Managers Complete projects within established timelines and goals
- Report to the Account teams and other relevant managers on a weekly basis the status of each account
- Extract insight from campaign data, identify relevant trends and provide well-developed proactive recommendations to enhance and exceed overall client search marketing goals and objectives.

Requirements

- Excellent knowledge of Excel
- Advanced analytical ability
- Experience with FTP, HTML editing and CMS programs a plus

Source

This job has been posted to:
Selective Liberal Arts Consortium

Interview Schedules

Schedule Name                      Date
Schedule 1                          2/20/15

Modification History

Last Modified: 1/02/15
By Analise Gammariello (Career Center)

Created: 1/02/15
By Analise Gammariello (Career Center)

View all changes
- Strategic and creative thinking - always focusing on innovative, but measurable client solutions
- Understanding search engine marketing a plus
- Self-motivated
- Results-and detail-oriented
- Deeply familiar and passionate about the Internet and online marketing
- Excellent communication skills, written and verbal

This job description is a summary of the essential functions of the job, not an exhaustive or comprehensive list of all possible job responsibilities, tasks, and duties. The responsibilities, tasks, and duties of the jobholder might differ from those outlined in the job description. Other duties, as assigned by the supervisor, might be part of the job.

Opportunity Type:
Job

Contact:
Jenna Carlson

Status:
Full-time

The following best describes this opportunity:
Interview for permanent full-time employment

Classification:
Permanent

Recruiting Day Location:
February Video Interview Day

Job Function:
Accounting/Auditing, Project Management

Period of Employment:
Post-Graduate

Compensation Type:
Paid

Application Qualifications:
- The following qualifications are **required**:

  Student Status:
  Senior

  Work Authorization:
  Authorized to work in the U.S.

  Require Sponsorship:
  Only include candidates that do not require sponsorship

- The following qualifications are **desired**:

  Degree:
  Bachelor of Architecture, Bachelor of Arts, Bachelor of Business Administration, Bachelor of Engineering, Bachelor of Fine Arts, Bachelor of Music, Bachelor of Science, Bachelor of Science in Education, Bachelor of Science Nursing, Bachelor of Social Work

Cover Letter Required:
No

Writing Sample(s) Required:
No

Other Document(s) Required:
No
Application Method:
Online - email applications at end of application period

Employer will make application decisions:
Online

> Edit dates and details