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A Merkle Company

Job Description

Position

SEO Specialist

Reports to

SEO Manager

Location

NSW/VIC/QLD/WA

Works with

Columbus: Core team, Performance team, Experience team, Data team

Dentsu Aegis: Account Managers, Client Leads

Role overview

This specialist role within the SEO team will be directly working on some of Australia's biggest brands.

A deep understanding of SEO and the organic search landscape is a must, highly effective communication skills, understanding a client's business, strategic insight & delivery, are all critical elements to success in this role.

As a guide, the role is 80% technical consultancy and implementation; 20% internal communication.



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Roles & responsibilities

Work with your team to deliver best-in-class SEO services

- Support & implement complete SEO strategies, encompassing all relevant SEO products, using effective workflow techniques across projects in order to meet deadlines, manage workloads to a very high quality.
- Support strategic SEO solutions where possible leveraging first, second and third party data to improve SEO results
- Work with Content Specialists to execute and implement client recommendations including, website auditing, code creation, page speed improvements, AMP development, custom HTML implementation and meta data
- Support the SEO Manager with recommended tangible SEO/Website KPIs to clients
- Work with the SEO Manager ensuring the strategy and planning process is adhered to

Stakeholder and team management

- Effectively manage a team of SEO specialists ensuring a high standard of work at all times
- Collaborate with internal teams ensuring SEO results are articulated and communicated with key stakeholders
- Work on-location with client developers and in-house teams to implement recommendations
- Identify areas for development and alongside your SEO Manager - put in place clear plans to help you achieve your development goals and career roadmap within Dentsu Aegis Network.

Deliver SEO results

- Ensure client results are at the forefront of developed strategies
- Deliver insightful client reporting with clear actionable insights, recommendations and competitor analysis



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The ideal candidate's experience

- 2+ years' experience in SEO
- Understanding of the latest SEO strategies, techniques and best-in-class examples
- Proven track record in developing and executing successful SEO campaigns
- Strong working knowledge of SEO tools and platforms
- Comfortable with main web analytics tools and analyzing data to derive insights
- Working knowledge of HTML, JavaScript & CSS, AMP & an understanding of server-side concepts such as PHP, ColdFusion, .Net

The ideal candidate's personality

- Demonstrable levels of professional maturity, self-confidence, passion, energy & positivity
- Demonstrable cross-team negotiation & people management skills
- Excellent prioritisation, time management & organisational skills
- Sharp strategic, analytical and creative problem-solving skills
- Adaptable - to changing business & client conditions