

SEO Manager Job Description

Position Summary

The **Search Engine Optimization Manager** manages organic SEO for Time Life, Wolfgang Puck Pressure Oven, StarvistaLIVE Cruises, and other related digital properties. The key focus is planning and executing SEO activities in order to drive our business profitability goals of incremental revenue and lower cost per order.

This position helps set and executes the strategies for organic search and SEO, working in conjunction with paid SEM efforts. This position is also responsible for day-to-day execution of content, on- and off-site SEO tactics, driving expansion efforts, and reporting.

Job Duties

- Day-to-day execution of organic search engine marketing campaigns in conjunction with paid SEM including, but not limited to keyword research, competitive research, content creation and optimization, back-linking, tagging and editorial calendar creation.
- Planning and execution of on- and off page SEO tactics in collaboration with e-Commerce team directors.
- Research and strategic planning for organic search campaigns, working in conjunction with Director, Marketing to align SEO with paid campaigns.
- Provide key input, tracking and day to day management of content calendar for websites and Social properties, including hands-on management of social and ensuring fresh content.
- Tracking search share and search position.
- Keeping current on search engine signals and providing necessary tracking and reporting.
- Provide regular reporting and communications with web team and support vendors.

Qualifications

- Minimum 3 years hands-on SEO management experience in business to consumer industry preferred.
- Bachelor's Degree or higher
- 3 years of hands on search engine, social and content optimization strategies, including ranking factors and on- and off-page tactics.
- Demonstrated successes with (white-hat) SEO campaigns.
- Experience managing content developers, writers, SEO firms including link builders, or social marketing firms
- Awareness of search algorithm updates and their impact on ranking
- Familiar with industry-standard SEO software

- Managed and optimized pay-per-click accounts, managed against specific CPA targets or other critical business KPIs
- Comfortable working with APIs
- SEO reporting
- Strong work ethic and personal accountability
- Strong attention to detail
- Good interpersonal skills