

Job Title: Director of Interactive Marketing (Senior Project Manager (New Websites & SEO/SEM)

Department: Marketing

Reports to Job Title: VP Creative Technology & SEO

Delegates to: Sr. Dev, Content Specialist, Social Media, Graphic Design

JOB SUMMARY:

Integrate web initiatives that relate to Public Relations, Advertising, Marketing, and Search Engine Optimization (SEO) from concept through implementation to effectiveness measuring and reporting. Serve as primary client customer service interface. Responsible for coordinating three primary components:

1. **Organic search engine optimization**, which entails making sure the Web site is search friendly and optimized to receive traffic and provide a positive user experience.
2. **Online marketing**, including management of link campaigns, public relations on the web, and specialized advertising purchases (media buys).
3. **Monitoring and reporting** on all facets of our search strategies and campaigns.

QUALIFICATIONS:

Minimum Education and Experience Required: Bachelor's degree in Computer Science, Communication, Marketing, Advertising, or related field. Minimum of two (2) years organic search experience and two (2) years consumer internet marketing experience. Must possess a working knowledge of HTML, WordPress, Joomla, and SEO best practices. Must have strong copywriting abilities.

Preferred: Four (4) years organic search experience. Four (4) years experience in consumer Internet marketing for cosmetic medicine. Experience working on the web team of a large corporation or design agency. Experience with standards based web design and development.

PRIMARY JOB RESPONSIBILITIES & ACCOUNTABILITIES:

Organic Search Engine Optimization: Ensure client Web sites are search friendly and optimized to receive traffic and provide a positive user experience. Work with the Web Services team and project stakeholders to:

- Ensure that organic search results listing are sufficiently high enough to drive traffic to site.
- Review sections of the Web sites for possible upgrades and improvements as they relate to SEO.
- Assist in the brainstorming of content and marketing strategies to produce SEO benefits.
- Perform keyword research and modifications to the site for keyword targeting.
- Assist in internal link structure optimization.
- Assist in optimizing internal search results.

Online Marketing: Manage link campaigns, coordinate public relations on the web, and measure effectiveness of all online media campaigns. Work with the Web Services team and project stakeholders to:

- Perform keyword research and modifications to the site for keyword targeting.
- Perform landing page testing and optimization.
- Execute link building campaigns and tactics.
- Assist in coordination and implementation of linkbait strategies and viral marketing.
- Assist in social media marketing campaigns.
- Assist in leveraging Public Relations for links and SEO benefit.
- Assist in guiding content creation that is SEO/marketing campaign relevant.

Monitoring and Reporting:

- Monitor and report on all facets of our search strategies and campaigns.
- Monitor and report on ROI effectiveness and goals.
- Educate and train users on general reporting used by Analytics tools.
- Track analytics and search data for progress reporting.

To apply for this position, email your resume and a cover letter with references to jobs@yourstrategicedge.com or fax to 425.609.0386.