

IMPROOVE

/ SEO Manager

Summary:

We are looking for an SEO Manager to contribute to and support our operations in the US. As a successful European consultancy, we are seeking an Account Manager to help grow new accounts and support our already established client base in North America.

We are looking for a SEO Manager with:

- Growing Digital Marketing knowledge and work experience
- An analytical, data-driven approach to problem-solving
- A flexible, collaborative, and candid approach to working with the rest of the organization
- Excellent communication skills with clients and with your team members

Key Responsibilities:

- Work with industry leading SEO and Digital Growth experts at Improve; play an active role in the Engagement team and help drive results that matter
- Assist with:
 - Client communication (email, video calls)
 - Project Management (timeline tracking, creation and adjustments, task tracking)
 - Strategy
- Utilize your analytical, online marketing and presentational skills; provide data insights that enable our clients to grow rankings, traffic and conversions and ultimately expand and scale their business. Responsibilities include:
 - Provide monthly/ad hoc reporting of SEO impact and results; translate SEO results into business and client language (ROI, sales, revenue, etc); proactively provide analytics and key findings for team and client
 - Complete & assist in comprehensive keyword research, analysis, and prioritization; utilize the power of external and internal Improve resources as well as data in order to identify content opportunities for our clients; work with editorial teams and help them create engaging content
 - Create presentations to best communicate data insights and strategies to clients on all levels (from CEO to Content Specialists); keep clients engaged and informed by communicating progress, performance and next steps

- Organize, structure and prepare Improve SEO Workshops together with the team; ensure all participants walk away with tangible results and actionable follow-ups
- Ensure high-quality standards as well as timely delivery of all deliverables; we aim to be as professional as McKinsey with a Google-like culture
- Work with an international, multicultural team around the world and ensure smooth collaboration and leadership on a variety of projects and industries from Fortune 50 companies to startups
- Learn from smart people in international, challenging companies with major brands such as Red Bull, Volkswagen, NBC Universal or American Express

Skills & Qualifications

- BA degree (preferred but not required)
- Digital Marketing / SEO experience 3+ years
- Management experience a plus
- Improve works with industry leaders who know the growth space in and out - first class analytical skills are required in order to master growth; identify and seize digital opportunity
- Project and time management skills; ability to juggle multiple responsibilities in a fast-paced, results-oriented environment.
- Native English required; additional language preferred
- Dynamic and engaging personality with a hands-on mentality and a passion for leading clients to success
- International work and travel experience preferred

Location:

New York Metro Area (highly preferred), remote available

Benefits:

Improve is a young, ever-growing SEO company where nothing's carved in stone. Together with the COO, Head of Sales and our Team Leads, you will guide Improve's next direction.

- Work on the most exciting challenges and projects 10x growth strategies for world leading startups, turning around traditional companies who missed the digital train and turn them into rockstars, fixing SEO issues nobody else was able to fix.
- Work across our 3 global offices (New York, Madrid, Vienna) on projects and transfer knowledge on a daily basis. Members from all 3 offices get together at least once a year to exchange ideas, work together on further developing our services and develop our company wide knowledge base.
- SEO drives up to 70% of the revenue for many of our clients - learn how to use SEO as a business growth tactic

- Access to unique Google and SEO insights
- Opportunity to grow with the company to a Project Manager role
- **4 day Work Week** (after 30 day onboarding)
- 20 days paid time off per year in addition to public holidays
- 2 weeks PTO for the Winter Holiday
- Comprehensive Health insurance
- 401k Plan with Company Match
- 5 sick days
- Birthday's Off
- Flexible working hours