



IMPROOVE

Are you a search pioneer who has already made the leap from traditional SEO to GEO and has a passion for automation and SEO-GEO Tech?

If you have a clear vision of how artificial intelligence is transforming search (AI Overviews, Perplexity, ChatGPT) and possess excellent leadership and project management skills, this is your opportunity. We are looking for a GEO Team Lead to join our company, lead our team of specialists, and scale our results through the integration of automation and LLM tools.

**/ Teamlead (m/w/x)
(Madrid)**

We are Improve — for over 15 years operating at the intersection of search, content, and data-driven growth. Today, we combine experience with AI-powered processes, scalable systems, and sustainable visibility.

What you'll do

- Lead a team of GEO/SEO Senior Specialists and ensure smooth project delivery, removing blockers and driving results
- Build and execute search strategies across Google and AI systems (ChatGPT, Perplexity, AIO), with a focus on semantics, entities, and authority
- Develop scalable workflows using APIs and automation tools, turning manual processes into efficient systems
- Oversee quality and performance of outputs (human + AI) and continuously improve visibility across SERPs and AI answers
- Guide clients through the GEO shift and collaborate closely with dev, content, and marketing teams

What you bring

- 6+ years of experience in SEO/GEO and 3+ years in leading projects or teams
- Strong hands-on experience with LLMs and an AI-first mindset, including familiarity with automation tools (Make, Zapier, Python, etc.)
- Solid technical SEO foundation (technical, semantic, structured data) and understanding of how LLMs process and retrieve information
- Clear communication skills, strong problem-solving ability, and fluency in Spanish (native) and English (C1+)
- Proactive, hands-on attitude with a high level of adaptability

What you get

- High-impact role in a fast-growing international company
- Remote-first setup
- Responsibility and variety through work with different national and international clients.
- A company culture with 0 hierarchies, where teamwork and a friendly work environment come first.
- Collaboration across Madrid & Vienna
- Work with a highly skilled, international team
- Numerous fringe benefits, such as a company & laptop, team trips, and rotation programs with our office in Vienna, Intensive working days from July to August, monthly in-person continuous training, online training every two weeks, flexible hours, and support from the Head of SEO and Senior Tech.
- Annual gross salary of 40K-45K (depending on experience)

If you are a motivated and goal-oriented individual who enjoys taking on responsibility, we look forward to your application! (mdrucker@improve.at)