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Content Writer / Search Engine Optimization Specialist

Hiring organization
Poterby Media

Employment Type
Full-time

Date posted
June 9, 2024

Description

About: At Poterby Media, a digital marketing agency, we are a forward-thinking, innovative company that values creativity, collaboration, and excellence.

We are looking for a dynamic and experienced Content writer & SEO Specialist to join our team and help us drive our digital presence to new heights.

Position Overview: We are seeking a highly skilled Content & SEO Specialist who is adept at creating compelling content and has a strong understanding of search engine optimization strategies. The ideal candidate will have a proven track record of improving search engine rankings, increasing organic traffic, and driving engagement through effective content creation.

Join us at Poterby Media and help us create content that not only engages but also drives results!

Responsibilities

Key Responsibilities:

- Write, edit, and proofread various types of content including blog posts, articles, web pages, and social media updates.
- Develop and implement effective SEO strategies to improve organic search rankings and increase website traffic.
- Conduct keyword research and use SEO best practices to create engaging, optimized content.
- Collaborate with the marketing team to develop content marketing strategies that align with business goals.
- Monitor and analyze website performance using SEO tools (e.g., Google Analytics, SEMrush, Ahrefs) and adjust strategies as needed.
- Stay updated on the latest SEO and digital marketing trends and implement them where appropriate.
- Perform technical SEO audits and provide recommendations for improving website architecture, page speed, and mobile optimization.
- Create and manage a content calendar, ensuring timely delivery of high-quality content.
- Work with designers, developers, and other team members to ensure content is consistent with brand guidelines and optimized for SEO.

Qualifications

Qualifications:

- Bachelor’s degree in Marketing, Communications, English, or related field.
- 1+ years of experience in content writing and SEO.
- Strong understanding of SEO tools and techniques.
- Excellent writing, editing, and proofreading skills.
- Ability to analyze data and provide evidence-based recommendations.
- Familiarity with content management systems (e.g., WordPress).

- Strong project management and organizational skills.
- Ability to work both independently and as part of a team.
- Creative mindset with the ability to generate new ideas for content and SEO strategies.

Preferred Qualifications:

- Experience with content writing and content distribution.
- Knowledge of HTML/CSS and basic web development.
- Certification in Google Analytics or other relevant SEO certifications.
- Experience with link-building strategies.

Job Benefits

What We Offer:

- Competitive salary and benefits package.
- Flexible working hours and remote work options.
- Opportunities for professional growth and development.
- A collaborative and supportive work environment.

Contacts

How to Apply: If you are passionate about content creation and SEO and want to impact a dynamic company significantly, we would love to hear from you. Please submit your resume, cover letter, and portfolio of your work to Careers@poterbymedia.com with the subject line “Content & SEO Specialist Application – [Your Name].”