



BARN LIGHT

ELECTRIC COMPANY®

Job Title: SEO Specialist
Department: IT
Reports To: Chief Information Officer

Supervisory Responsibility: No
FLSA Status: Exempt
Physical Demands: Level I

Job Summary: Responsible for improving a company's organic search results. Create and launch SEO campaigns, identify areas of improvement, run PPC campaigns, and attempt to improve company sites' rankings in major search engines.

Essential Duties and Responsibilities:

- Responsible for leading technical website audits to identify bugs, errors and optimizations needed to improve SEO performance
- Planning, implementing and managing SEO and PPC strategy
- Identifying keywords and call-to-actions to improve conversions
- Develop link building strategies
- Build and maintain Google and Bing PPC campaigns with a focus on ROI
- Identify and monitor KPI's
- Preparing detailed SEO/SEM strategy reports
- Continually staying up to date on SEO trends and changes
- Managing the implementation of SEO changes working with our in-house development team
- Perform various SEO audits (technical, content, authority, local, competitor) to identify gaps and set priorities
- Deliver measurement and performance reporting
- Work closely with the Marketing team to develop and integrate SEO strategies and channels
- Responsible for the execution of all SEO related tasks and deliverables
- Adhere to all company policies, procedures and Standard Code of Conduct
- Maintain regular and prompt attendance
- Perform other duties as assigned

Required Skills

- At least 3 years of profession experience in SEO/SEM
- Solid understanding of the relationship between SEO and non-SEO channels (paid search, social, local, etc.)
- Familiar with Google SEO tools and others such as Screaming Frog, MOZ, ahref's, SEMRush, etc.
- Ability to identify solutions to content and technical problems including CMS and server related issues
- Ability to use analytical and report tools to analyze, interpret, draw conclusions, summarize and present information clearly
- Basic HTML and CSS knowledge
- Previous experience managing SEO campaigns for e-commerce
- Strong work ethic
- On-site preferred, but not required

Educational/Certification/License Requirements

- Bachelor's Degree in Computer Science, Information Systems or related field
- Google Adwords Certification
- Google Analytics Certification
- Bing Certification