



SEO Account Coordinator Position

Shoreline Media is looking for an Organic SEO Account Coordinator to help organize and implement the latest Search Engine Optimization assets for our clients. The correct person will work directly with our SEO team to give clients recommendations and be sure each strategy is being delivered as needed to each of them.

The SEO (Search Engine Optimization) Specialist is responsible not only for coordinating but also implementing Search Engine Marketing programs and suggestions for clients.

The correct person will be goal oriented, possess exceptional attention to detail, and have outstanding interpersonal skills.

This is a role that is interacting with clients as well as working closely with the company team to make sure that the goals of the client are achieved.

Location: Asbury Park, NJ

Key Areas of Responsibility

- Define requirements, tasks, and resources associated to SEO strategy
- Recommend tools and services that will help further lead growth
- Manage and execute implementation of SEO strategy
- Manage and execute implementation of SEO Content strategy
- Manage and execute implementation of 6 and 12-month SEO plan that includes communication points, content writing tasks and more
- Communication to clients, team, and management on strategy/project development, timelines, and results
- Collaborate on client strategy and goal definition for success
- Keep pace with SEO, search engine, social media and internet marketing industry trends and development on a regular basis
- Contribution to the company blog and at least one social media community

Important Professional Competencies

- Passion for SEO and overall internet marketing
- Outstanding ability to think creatively, strategically and identify and resolve problems
- Ability to foster strong client relationships at various levels
- Attention to detail and the ability to effectively multi-task in a deadline driven atmosphere
- High levels of integrity, autonomy, and self-motivation
- Excellent analytical, organizational, project management and time management skills

Key Functional Areas of Responsibility

- Monitor all SEO work being done for each client
- Perform keyword research in coordination with client business objectives to optimize existing content and uncover new opportunities
- Provide SEO analysis and recommendations in coordination with elements and structure of websites and web pages
- Provide recommendations and execute/manage strategies for content development in coordination with SEO goals – general and keyword specific
- Work with our content writers to help to create and support marketing content to socialize and use for social media purposes (e.g. customer videos briefs, customer case studies, blog posts, posts from analysts and customers)
- Work with our SEO team to develop strong link building campaigns
- Help develop, manage and execute communication/content strategies via social communities in coordination with client goals
- Monitor and evaluate search results and search performance across the major search channels in order to improve rankings
- Monitor and evaluate web analytics dashboards and reports in order to develop and recommend SEO strategies
- Communication to team and management on project development, timelines, and results
- Help organize correct reporting with clients

Professional Skills & Qualifications

- 3+ years' experience in Search Engine Optimization (SEO)
- Strong understanding of Search Engine Optimization (SEO) process
- Experience working with popular keyword tools (Google, WordTracker, Keyword Discovery, etc)
- Experience working with CMS and building/administering content in multiple CMS environments (Wordpress)
- High-level proficiency in MS Excel, PowerPoint, and Word
- Experience with website analysis using a variety of analytics tools including Google Analytics as well as internal reporting tools

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