

### Oferta de Emprego

Empresa	Universidade do Minho
Descrição da função	SEO Manager (Celonis - Madrid Office)

### Publicação

Data de criação	28/05/2020
Data limite de candidatura	31/12/2020
Data da última atualização	28/05/2020

### Perfil pretendido

Tipo de oferta	Emprego
Escolaridade	Licenciatura
Função	Marketing

### Descrição

Perfil pretendido ARE YOU READY FOR A NEW CHALLENGE?

Celonis is the leader in business transformation software, turning process insights into action with The Celonis Intelligent Business Cloud, built on the process mining technology it pioneered.

Headquartered in Munich, Germany and New York, New York, Celonis has grown 5,000% in 4 years and 300% in the past year. Valued at over \$2.5Billion, Celonis received \$27.6M Series A in June 2016 and \$50M Series B funding in June 2018 from investors Accel and 83 North and \$250M Series C in November 2019.

As a senior member of the digital team based in Madrid, you'll be responsible for improving organic search performance by strategizing and executing on technical SEO workstreams. You'll work closely with the campaign managers and content team to ensure all content is created targeting valuable keywords in our key region's languages and is published following technical best practices to rank in Google SERPs.

#### KEY RESPONSABILITIES:

- ... Lead the charge on keyword and traffic conquest by ensuring all content is best positioned to win on SERPs. You will do this by implementing on-page and off-page strategies that help our content gain strong visibility.
- ... Tracking and reporting on progress and success to determine where we invest additional resources and benchmarking our growth and tactics against our top competitors and rigorously closing gaps
- ... Analyze the organic search landscape and identify key opportunities to drive meaningful traffic.
- ... Conduct keyword research and competitive gap analysis to inform strategic content plays, including new content, content optimization, new content formats and innovative experiments that quickly grow traffic on relevant, high-value search terms.
- ... Measure and report on content performance. Keep a pulse on content performance metrics and make proactive, data-driven decisions to improve our visibility in search and drive conversions for commercial content.
- ... Developing and executing on-page and off-page optimization strategies tailored to different types of content and keywords.
- ... Staying abreast of search engine algorithm changes and assess impact and remediation needed for appropriate Celonis sites is also a key priority for this position.
- ... Collaborate with other marketing team members (performance marketing, nurture marketing, campaign managers, content and web team) to "connect the dots" on organic with our other initiatives.
- ... This is a highly visible role reporting directly to the VP of Digital Marketing

#### REQUIREMENTS:

- ... Deep background in and passion for organic search, and fluency in the levers required to win in SEO (content strategy and execution, link building, technical site build and performance, CRO, etc.) – you are comfortable jumping in to do whatever we need to get the job done between writing, editing, technical audits, attribution implementation, etc.

... 3-5 years of experience in SEO execution. Affiliate network and attribution experience is a plus.  
... Ability to lead and inspire a multi-disciplined team to hit critical commercial KPIs  
... Comfort working in Microsoft Excel, Google Analytics, Google Search Console, Google Tag Manager, and other common reporting platforms  
... Track record of managing digital projects with multiple competing priorities and overseeing a team of digital contributors to hit metrics – on time and on budget.  
... Deep understanding of digital marketing principles such as conversion funnels, website optimization for SEO rankings, and audience segmentation.  
... Experience in overseeing technical SEO workflows and optimizations, all with SEO ranking and traffic as the core objective.  
... Experience with linkbuilding including building target databases, campaign creation, and prospecting.  
... Experience in applying data insights to editorial decisions.  
... Track record of meeting and exceeding performance targets. Experience leading a team to hit output goals is a plus.  
... Bachelor's degree or relevant experience in Analytics, Marketing, Journalism, Communications, or Business.  
... Comfort in a fast-paced and often changing environment.

**APPLY NOW!!!**

**APPLICATION AND FURTHER INFORMATION:**

<https://boards.greenhouse.io/celonis/jobs/4077149003>

Número de vagas	1
País	Espanha
Distrito	
Condições oferecidas	–
Contacto	talent@celonis.com   m.deeks@celonis.com
Observações	

## Cursos

Sem cursos preferenciais.