



# DIVISION-D JOIN OUR TEAM!

## SEO SPECIALIST

Division-D is a leading digital media partner. We connect top-tier advertisers and advertising agencies with high quality, brand-name publishers.

If you are looking for a unique and exciting opportunity representing Fortune 500 companies in a rapidly growing market, a position at Division D is right for you! We're looking to hire full-time SEO Specialists. We offer a competitive salary, attractive benefits, and a fast-paced work environment.

### ABOUT THE ROLE:

Division-D is looking for a full-time SEO specialist to help execute and manage our clients' SEO campaigns. This employee would be in charge of conducting an initial website review and technical audit to determine how our client compares to competitors in the digital landscape. They will also handle various strategic optimizations to improve organic rankings and increase site traffic for our clients. These optimizations include but are not limited to: split-testing creative images and copy and increasing bids to maximize performance and exposure to our clients' various target audiences. SEO specialists analyze trends in reporting and provide strategic recommendations.

### REQUIREMENTS:

- Bachelor's Degree – Journalism or Business preferred
- Strong analytical, communication, and writing skills
- Experience using Microsoft Office suite (Excel, Word, PowerPoint, Outlook, etc.)
- Ability to work independently and collaboratively in a team environment
- Previous experience managing SEO campaigns for brands

### CORE RESPONSIBILITIES:

- Work closely with both Sales and Account Management teams for effective client service
- Prepare internal and external reporting for clients and team members
- Improve overall organic ranking in major search engines (Google, Yahoo, Bing)
- Develop search engine friendly content – complete website optimization, embedding keywords in page titles to ensure proper density, using relevant headings and footer links (internal linking)
- Ongoing link building

### BENEFITS:

- Strong hourly rate
- A fun work environment that encourages and rewards employee performance
- Full-time position

### ABOUT DIVISION-D:

Division-D is a leading digital media partner. We work directly with both brands and agencies to provide a full-service approach for their digital ad campaigns. Digital channels include: website and apps, social media platforms, connected devices, email marketing, and more.

We are interested in filling this position right away and will start conducting interviews immediately. Please email your résumé, portfolio, cover letter and available times that you can interview. Please contact us with any questions you may have or to setup an interview.

### DIVISION-D RECRUITMENT TEAM

573-445-3083

careers@divisiond.com

Columbia, MO • Kansas City, MO • Raleigh, NC • Austin, TX