



DIVISION-D JOIN OUR TEAM!

SEO SPECIALIST

ABOUT DIVISION-D:

Division-D is an omnichannel digital media partner serving both agencies and brands. We provide a full-service approach for our clients executing strategic media campaigns across a variety of digital channels with highly advanced audience targeting, premium inventory partnerships, and impactful ad formats at scale.

**DRIVING DIGITAL MEDIA
FORWARD WITH
SUPERIOR SERVICE &
MEASURABLE RESULTS**

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 conduct an initial website review and technical audit to compare our clients' sites to their competitors. They will handle various strategic optimizations to improve organic rankings and increase site traffic for clients. These optimizations include on-page SEO optimizations (title tags, meta descriptions, body copy, etc.), off-page SEO (digital PR, backlinking), and technical SEO (broken links, HTTPS, 4xx codes). SEO specialists may also analyze trends in reporting and provide recommendations.

CORE RESPONSIBILITIES

- Manage multiple SEO campaigns simultaneously while working closely with the Sales and Account Management teams for effective client services
- Prepare internal and external reporting for clients and team members
- Implement best white-hat SEO strategies to improve clients' overall organic rankings
- Develop SEO content strategies, create content briefs, and write new/updated website copy (when necessary)
- Identify link building opportunities and engage in link building for client sites

POSITION REQUIREMENTS

- Bachelor's Degree – Journalism, Business, or Marketing preferred
- Working knowledge of WordPress and other CMSs, as well as experience using SEO tools (SEMrush) and Microsoft Office suite (Excel, Word, PowerPoint, Outlook, etc.)
- Must understand SEO best practices for on-page, off-page, technical, and content production

PREFERRED REQUIREMENTS

- Previous experience managing SEO campaigns for brands
- Proactive nature with interest in leading and helping to cultivate a growing team
- Ability to work independently and collaboratively in a team environment

BENEFITS

- Strong compensation plan, including salary, bonuses, and uncapped commission
- Competitive PTO policy with 22+ days per year in addition to holiday time off
- Company health insurance plan and paid parental leave
- Flexible schedule and hybrid work-from-home options
- Employer matching retirement contribution after one year of employment
- Quarterly continued education offered and strong advancement opportunities
- Active company social calendar, including catered lunches, happy hours, parties, and community involvement

CONNECT WITH THE DIVISION-D RECRUITMENT TEAM

573-445-3083 • careers@divisiond.com

We are interested in filling this position right away and will start conducting interviews immediately. Please email your resume, cover letter, and interview availability to the Division-D recruitment team to begin the process.

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