

Digital Marketing Specialist:

Brandography is a digital marketing agency that works hard and laughs harder. We believe in lifting up our employees at every opportunity—pushing them to grow and celebrating their wins. Our team has a blast because we all love what we do.

This digital marketing position offers a tremendous opportunity for professional growth and will join our SEO Strategists in developing and executing technical SEO strategies. A good understanding of both the on-page and technical side of SEO is needed for this role.

Responsibilities include:

- Primary responsibilities include providing SEO audits, developing effective SEO strategies, executing on SEO approaches, and utilizing SEO tools to prepare monthly SEO reports.
- Executing on email marketing services.
- Executing on-page and technical optimizations.
- Monitoring and providing reporting for backlinks, redirects, and canonicals.
- Utilizing SEO tools to identify crawl errors, structured data opportunities, and measure site performance on desktop and mobile.
- Performing keyword research - understanding keyword intent and optimization to meet intended goal.
- Contributing to quarterly content calendars based on keyword research.
- Constructing engaging and optimized meta titles and descriptions and category page copy.
- Monitoring Google Search Console alerts, errors, performance, etc.
- Staying up to date with the latest SEO and digital marketing trends and best practices.

Candidate qualifications:

- A degree in marketing/advertising or equivalent experience
- 3+ years of experience in SEO
- 3+ years of experience in web analytics and digital marketing
- Experience with Google Tag Manager, Ahrefs, Google Search Console, Google Analytics, Keyword Planner
- Sense of ownership and pride in your performance and its impact on the company's success
- Critical thinking and problem-solving skills
- Team player
- Good time-management skills
- Great interpersonal and communication skills
- Excitement for digital marketing
- Steadfast commitment to serving our clients and team members with excellence

This describes you:

- You execute your job responsibilities with **Extreme Ownership**. We provide our customers with exceptional services and treat their business as our own.
- You are **Solution Oriented**. Our team provides pragmatic solutions to fulfil the needs of the client within constraints.
- You are **Nondramatic**. We are open to direct and constructive feedback, but when it comes to drama, "We just don't."
- You are **Hard Working**. We strive to be the hardest working member of our client's team. Our clients will wish all their employees were like you.
- You are **Forward-Thinking**. Our team is not surprised by tomorrow and are continually seeking Mastery of their Discipline.

A SPECIAL SIDE NOTE: We know imposter syndrome can get the best of many of us. Don't feel like you're a worthwhile candidate? Apply anyway! You never know what happens when you put yourself out there.