



SEO Specialist

Department: Projects
FLSA Status: Hourly
Work Schedule: Remote Work

Job Status: Part time
Reports To: Project Manager
Positions Supervised: None

POSITION SUMMARY

The SEO Specialist is responsible for SEO Strategy, Optimization, Link Building, and Content Development alongside managing their role in client projects. They will be responsible for implementing effective strategies for client projects which ultimately provide long-term traffic growth via major search engines through organic efforts and paid search campaigns. GreenCup Digital SEO Specialists collaborate openly with others to manage prospective and ongoing clients' digital marketing strategy.

ESSENTIAL FUNCTIONS

- Be an authority for clients, vendors, and contractors regarding SEO strategy
- Exhibit GreenCup Digital's Mission, Core Values, and Culture
- Execute Local SEO Campaigns – Optimization on-page strategies, citation quality, local link acquisition, and metadata for local businesses
- SEO Research – Keyword research, competitor analysis, rank tracking, and overall working strategies
- SEO Audits – Technical review of on-site SEO keywords, organic traffic, and off-site SEO
- On-Page Optimizing – Optimize websites by adding, updating, and managing titles, metadata, site structures, internal linking, tagging, and performance
- Actively build and conduct contact lists, link placements, and outreach plans
- Direct, implement and manage paid search campaigns for lead generation or other client goals
- Own the projects - Establish and maintain timelines for client projects in accordance with project scope
- Cross-selling to match client needs and GreenCup Digital offerings
- Communicate individual capacity level to Project Managers and Directors

POSITION QUALIFICATIONS

- At least 2 years of SEO experience or related – required
- Digital Ad/Analytic Platform Certifications (Google Analytics, Google AdWords, Bing Ads) highly preferred
- Strong knowledge of Google Analytics, KPI management and other performance indicators found in Google Data Studio highly preferred
- Experience with WordPress, Google Workspace, Schema Mark-Up and Webmaster Tools alongside basic HTML formatting ability
- Experience participating in client meetings, managing expectations, and conducting interdepartmental communication in a digital marketing or related environment
- Possess honesty, maturity, emotional control, and ability to maintain confidentiality
- Possess organization skills, self-motivation, and creativity alongside high levels of attention to detail
- Ability to communicate with team leaders and practice appropriate problem-solving techniques if the need arises.

I agree to assume the above listed responsibilities. I meet the essential job requirements as listed on the attached sheet, with or without accommodation. If accommodation is needed, it shall be agreed to in writing.

Applicant Signature: _____

Date: _____

HR and Management have reviewed this job description to ensure that essential functions have been included. It is not intended to be construed as an exhaustive list of all functions, responsibilities, skills and abilities. Additional functions and requirements may be assigned by team leaders as deemed appropriate.