

Entry-Level Customer Experience Specialist

Reports To: SEO Manager

Department: SEO



Job Summary:

At Range Marketing, our primary focus is on helping companies get found. We achieve this by utilizing the highest standards in website design, website development, and search engine optimization (SEO), and building a strong team to back it all up. Our team members work hard, are awesome at everything they do, encourage growth, are good neighbors to each other and our clients, and have fun in everything they do.

With this in mind, we're currently looking for an entry-level Customer Experience Specialist to join our team! In this role, you will be responsible for supporting Range Marketing's customer success and retention goals through great customer service, maintaining quality relations with existing clients, and providing support in a variety of tasks, audits, and other general duties. If you're a good fit for the role, you're excited to constantly learn and take on new challenges, have an interest in learning SEO and/or project management, have strong communication skills, enjoy working with a team as well as independently, and have the ability to coordinate simultaneous tasks.

Your responsibilities may include:

Customer Service:

- Applying knowledge of company products/services to efficiently respond to client inquiries and complaints in a professional manner
- Being the first point of contact for customer/technical support and troubleshooting, including periodic client outreach via email and phone
- Gathering requirements for website change requests via email or phone to be escalated to a Project Coordinator or Web Developer
- Consistently building and maintaining quality customer relations

SEO Support:

- Working with clients to gain access to, set up, and/or verify local listings and social media accounts
- Optimizing local listings for lower level SEO clients
- Reviewing and approving SEO strategies for lower level SEO clients and setting up on-site SEO once approved
- Setting up and testing call tracking numbers
- Analyzing customer accounts through audits and promptly making corrections and/or modifications

General Support:

- Carrying out audits, tasks, and general support for our various departments
- Effectively managing ticket routing
- Remaining current on products, product updates, and new technologies
- Maintaining updated and organized files, notes, and assets on all clients
- Contacting customers to obtain missing information or data to ensure an accurate customer database
- Assisting with other tasks as assigned and as capacity allows

To be considered for this position, you'll need:

- A high school diploma or equivalent
- Strong verbal and written communication skills, including the ability to read, interpret, and respond to documents and emails efficiently and professionally
- Strong time management, problem-solving, and organizational skills
- The ability to organize, interpret, and present data
- The ability to speak effectively before groups of customers or team members
- The ability to apply common sense understanding to carry out processes
- Basic computer literacy, including Google Suite and Microsoft Suite
- The ability to coordinate simultaneous tasks
- To be highly detail-oriented, accurate, and efficient
- To be a positive and dynamic team player

Prior customer service and SEO experience is helpful but not required. Range Marketing is a small company, so our team members have plenty of opportunities to make an impact in all areas of the business. Our ideal candidate is willing, able, and excited to extend their skills and knowledge within our growing organization. We are located in Buffalo, NY with the majority of our team working fully remote. You must be based in the Western New York area to be considered for the role but you will be able to work remotely if desired.