

**Job Title:** SEO Analyst

**Reports To:** SEO Manager



**Job Summary:**

At Range Marketing, we value building meaningful relationships, holding ourselves accountable, maintaining positivity within ourselves and others, and encouraging learning and change in everything we do. This extends not only to our employees but to our clients as well, as we work to encourage the growth of the organizations we work with.

To that end, we're looking for a new SEO Analyst to join our team! If you're a good fit, you enjoy building lasting and rewarding relationships with clients, have strong communication skills, enjoy working with people, and have a proven ability to coordinate simultaneous projects. In this role, you'll be responsible for managing all aspects of a comprehensive SEO strategy for your clients and researching and implementing emerging industry tactics on a regular basis. This role requires proficiency in website analytics. This will be a full-time position with benefits.

**Your responsibilities may include:**

- Designing strategic SEO campaigns and implementing on-site and off-site tactics
- Monitoring your client's web presence and developing conversion-focused strategies
- Managing client relationships and representing Range Marketing in a professional manner
- Researching and testing industry trends to develop new tactics
- Maintaining and optimizing local listings
- Responding to frequent demands of multiple customers
- Performing any other duties as assigned

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

- A minimum of one year of experience with SEO or related BA/BS degree
- Strong computer skills, including Microsoft Suite and Google Suite
- Strong verbal and written communication skills
- The ability to multitask and coordinate simultaneous projects
- To be highly detail-oriented, accurate, and efficient
- To be a positive and dynamic team player

Proficiency in Wordpress, Moz Analytics, Google Analytics, Google Search Console, Bing Webmaster, and HTML is strongly preferred. Experience with PPC, social media, and copywriting is preferred but not required.

Range Marketing is a small company, so our team members tend to wear many hats. Our ideal candidate is willing, able, and excited to extend their skills to other areas of the business as needed. 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.