

MichaelPage

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Senior Marketing Specialist

(Senior)Marketing Specialist - SEO

募集職種

人材紹介会社

マイケル・ページ・インターナショナル・ジャパン株式会社

求人ID

1530409

業種

デジタルマーケティング

雇用形態

正社員

勤務地

東京都 23区

給与

600万円 ~ 900万円

更新日

2025年04月02日 17:24

応募必要条件

キャリアレベル

中途経験者レベル

英語レベル

流暢

日本語レベル

ネイティブ

最終学歴

大学卒：学士号

現在のビザ

日本での就労許可が必要です

募集要項

We are seeking a (Senior)Marketing Specialist with a keen focus on SEO to join our client's Marketing team. The ideal candidate will be responsible for planning, implementing, and managing our SEO strategy to increase the online presence and improve the marketing efforts.

Client Details

With a diverse team spread across multiple locations, this organization values innovation and strategic thinking in their pursuit of creating memorable life experience for their customers.

Description

- Plan, implement and manage the company's SEO strategy
- Work towards organic search optimization and ROI maximization
- Regularly perform thorough keywords research
- Identify key SEO KPIs
- Monitor redirects, click rate, bounce rate, and other KPIs
- Prepare and present reports regularly
- Stay up to date with the latest SEO and digital marketing latest trends and best practices

- Collaborate with web developers and marketing team to ensure SEO best practices are properly implemented

Job Offer

- 2 Days working from home and flexible working hours
- Opportunity to work in a diverse and international team
- Highly competitive salary package

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Ryan Li on +813 6832 8902.

スキル・資格

A successful Senior Marketing Specialist should have:

- Proven experience in successfully executing SEO campaigns
 - Knowledge of standard and current SEO practices
 - Understanding of digital marketing concepts and best practices
 - Experience with SEO reporting and SEO analysis
 - Familiarity with relevant tools (e.g. Conductor, Screaming Frog, MOZ) and web analytics tools (e.g. Google Analytics, WebTrends)
 - Excellent communication skill in both Japanese and English
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会社説明

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