



SEO Specialist

Sydney NSW 2000, Australia
Full-time

Company Description

Ambire.
Pronounced '*am-beer-eh*.'
To aspire, aim, strive.

Ambire is an end to end independent digital marketing agency based in Walsh Bay, Sydney.

We are driven by data, technology and innovation, and being a certified Google Premier partner agency, we are recognised for our high quality industry standards, adoption of best practices, and excellence of work.

Our skills span across the management of Paid Media campaigns on Google, Facebook, Instagram and YouTube, SEO, Display, Data and Analytics, and Programmatic Media Buying, but we also work on developing our own solutions and tools with scripts and APIs.

As a Google Premier partner agency we have a close relationship with the team at Google, with access to exclusive training programs for our team and new features and support for our clients.

Due to exponential growth within a short period, Ambire recently rebranded from Search Tribe, a move to reflect our broad skill-set and holistic approach to our work.

Job Description

You will be part of a high-performing, dynamic and adaptive company, with a strong appetite for growth.

You will provide support to the Team Lead & Director and deliver best in class implementation and execution to ensure client objectives and expectations are achieved and met.

You will develop and implement SEO strategies, on-site and off-site, with the objective of increasing quality organic traffic to your client's sites.

Most of our clients are in eCommerce, so KPIs for SEO will not only include sessions and users, but also transactions and revenue targets.

You would be instrumental in the growth of the company and there will be rewards for hard work and commitment.

Qualifications

- 2-4 years experience in Search Engine Optimisation
- Ability to perform advanced keyword research, and content audits and knowledge of how to make these actionable for a client
- Excellent technical wizardry; Google Analytics, Search Console, Bing webmaster, GMB, Screaming Frog, SEMRush to name a few

- Google Analytics Individual Qualification preferred
- Strong analytical and problem solving skills. Able to analyse large data sets generated from multiple sources, including web analytics, site crawls, and large third-party SEO databases
- Strong proficiency in MS Excel and Google Sheets
- Excellent verbal and written communication, including a high level of English grammar, and presentation skills
- Ability to provide stakeholders with reports that are easy to understand and actionable
- Ability to communicate with technical and non-technical stakeholders
- Project management skills as time keeping and prioritisation is key
- Deliver high-quality work with attention to detail
- Extremely goal oriented with positive attitude and high energy

What will your role look like?

- Work with the Digital Director and Team Lead to achieve campaign performance and deliverables for clients
- Create SEO plans for clients including ranking strategy development and content scheduling
- Develop on-site SEO strategies and help clients with the implementation
- Strong understanding of client websites, internal challenges, capabilities, development plans in order to feed back into wider strategy
- Identify any SEO technical issues
- Provide ongoing keyword discovery, expansion and optimisation opportunities
- Develop and implement off-site SEO; backlink strategy development, tracking, content syndication, etc
- Develop and drive a content calendar for driving new traffic to the site and link building campaigns
- Analyse and provide recommendations from technical content and link audits
- Conduct competitor analysis & market research for clients to identify new opportunities
- Develop quarterly client SEO strategies and measurement plans for client growth and transparency
- Ensure clear communication to the client contacts at all times, to guarantee client satisfaction and expectation management
- Fully responsible for the SEO performance of the client with day-to-day reporting (through automation of traffic, sales and ranking reports) and overall SEO success
- Assist in on-boarding new clients from proposal stage through to planning and execution
- Promote day-to-day internal communications across the business where SEO and content work could benefit clients and team
- Approach your work with a 'can-do' attitude and deliver best in class client service every day
- Ensure that all tasks assigned to you are delivered within the allocated time frame to avoid delays to client deliverables
- Take pride in all work delivered and ensure the presentation and design is impeccable and consistent with Ambire brand guidelines

What's in it for you?

- Flexible working environment
- Benefit of a small team—have your ideas heard and work collaboratively with all levels of seniority
- Harbourside office (CBD location)
- Day off on your birthday
- Attractive salary package

This role represents an excellent opportunity for an accomplished and driven SEO specialist, with proven experience building and growing organic traffic for high-profile clients to further their career in a dynamic, challenging and highly rewarding work environment.

Interested? Send us an email at careers@ambire.com.au