



## Junior SEO Specialist

### Company Description

Ambire is an end to end independent digital marketing agency based in Neutral Bay, on the beautiful Lower North Shore, Sydney.

We are a Google Premier partner agency and have an excellent reputation in the industry for delivering best in class service to our clients and an enviable 100% client retention rate. We are driven by data, technology and innovation, and are looking for a Junior SEO Specialist to join our team.

As a 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.

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. We also work on developing our own solutions and tools with scripts and APIs.

### Job Description

In this role you have a real opportunity to kickstart your career in Digital Marketing working within the Ambire SEO department, which is a crucial part of the company's growth and there will be substantial rewards for hard work and commitment.

You will assist the SEO Specialist in developing and implementing 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.

### Desired Qualifications and Traits

- Some experience in Search Engine Optimisation and/or Digital Marketing is preferable but not essential
- 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
- Have a flair in content writing
- Strong proficiency in MS Excel and Google Sheets
- Excellent verbal and written communication, including a high level of English grammar
- Deliver high-quality work with excellent attention to detail
- Ensure that all tasks assigned to you are delivered within the allocated time frame to avoid delays to client deliverables
- Extremely goal oriented with a positive can-do attitude

## What You Will Learn

- Work with the SEO Specialist to achieve campaign performance and deliverables for clients
- Master industry tools in SEO and digital marketing for analysis, tracking, implementation, and reporting
- Ability to perform advanced keyword research, content audits and knowledge of how to make these actionable for a client
- Create SEO plans 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 off-site SEO strategies, and learn how to outreach to bloggers & publications for client link building projects
- 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
- Assist in on-boarding new clients from proposal stage through to planning and execution

## Culture and Benefits

- Lovely private office in the heart of Neutral Bay with great facilities all around and close to public transport, North Sydney and the CBD
- Work with and be mentored by industry giants where you can learn and excel quickly
- Take the next step in your career - being able to prove yourself and have responsibility for your own clients
- Be part of a small close knit team, exposed to all areas of digital marketing, have your ideas heard and work collaboratively with all levels of seniority
- Some flexible working available
- Be part of a fast growing company with ambitious vision for the future
- Day off every year on your birthday
- Good salary package

The role represents an excellent opportunity for a junior marketer to gain hands-on experience with working on high-profile clients in a fun, dynamic, challenging, and highly rewarding work environment.

Interested? We would love to hear from you today, hit APPLY and email your CV to

[cheryl@ambire.com.au](mailto:cheryl@ambire.com.au)