

SEO Specialist

Real Estate Webmasters is on the hunt for SEOs with a knack for the written word. You're the type who loves the nitty gritty of analytics, can convert the data into decisions, and has a creative flair to their content. You're a digital guru and writer extraordinaire with a natural savvy for high tech, not to mention the ability to adapt quickly.

Our SEO team is responsible for writing, optimizing, and disseminating content for real estate agent clients. From content strategy to marketing, and social media to local SEO, our campaigns provide full service digital marketing in an ever-changing landscape.

This role is available in our Nanaimo office.

Responsibilities:

- Manage multiple clients' digital marketing strategies
- Communicate verbally and via email with clients and colleagues
- Write compelling content for real estate websites and blogs
- Optimize for search engine marketing & stay up to date on best practices
- Recommend changes to website architecture, content, linking, and other elements to improve organic traffic and increase lead generation
- Oversee project teams and train on new SEO techniques

Job Requirements:

- A degree in a field similar to communications, journalism, marketing, or writing; or the equivalent in skills and experience
- Strong writing and editing skills, with experience in writing published works (digital or print)
- Experience in SEO campaign creation and management
- Knowledge of HTML, social media, and marketing
- Knowledge of Google AdWords is a bonus!
- Experience with a CMS
- Ability to work in a fast-paced environment, with strict deadlines
- Ability to work collaboratively with other departments
- Ability to independently manage projects

Application Requirements:

- Resume & cover letter
- Because content generation plays a major role in our day-to-day marketing, we require that candidates submit **non-fiction** writing samples.
 - *Applications submitted without writing samples will not be considered.*

Please note that only eligible applicants will be contacted for an interview.