

Job Position : SEO & Acquisition Specialist

PURPOSE OF POSITION

This role will lead and collaborate with internal teams (Digital & Marketing Acquisition, Market Intelligence, Brands & Communications Team etc.) within Resource Development Team to present and implement strategies for growth marketing, increasing organic and paid search traffic, and make data-led campaign planning to increase acquisitions of new donors and sponsors.

Reporting to the Marketing Acquisition Manager, this person will effectively manage paid search budget, work with Communications Team, Creative Content designers and User Experience Specialist to drive SEO and ROI in content creation/marketing on all owned digital platforms including website to optimize user experience. The aim is to achieve both acquisition and retention goals, KPIs and continually suggest optimizations to improve overall campaign and marketing performance.

MAJOR RESPONSIBILITIES

SEO Strategy and Management

- Perform keyword research in sync with the organization's goals in order to optimize the prevailing content and discover new opportunities
- Creating effective ranking strategies
- Conduct a detailed analysis of the results derived that should be in coordination with the website's structure and the web pages
- Suggest and implement strategies for content development. All the strategies should be in sync with SEO objectives
- Analyze our competitors' website and SEO strategy
- Moderate search engine programs that include webmaster tools, XML sitemaps etc. in order to make the reports of organization's projects
- Produce marketing content like blog posts, posts, case studies etc.
- Execute campaigns for link building campaigns that should go hand in hand with organization's SEO objectives
- Assistance in creating and implementing content strategies, keeping in mind the SEO goals
- Use SEO insights to aid our SEM strategy
- Work with agency to implement SEM strategy, and track the results to ensure it is bringing in conversions and traffic.
- Keep the momentum going with SEO, social media, and internet marketing industry trends and developments
- Make use of various tools that support the social media strategy of the client
- Monitor web analytics dashboards, reports, and key reporting tools, and mark the key areas of importance according to the client goals
- Always analyze and keep a tab on the results and the search performance across all the channels
- Must have proper communication with the whole team and management regarding the project status and its development
- Work with the other team members to reach organization goals

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Marketing Acquisition & Retention

- Plan and execute online and offline marketing and fundraising activities to align with donation or child sponsorship goals
- Develop/Curate effective and appealing SEO content for our websites and social media platforms, generating leads for prospective donors and sponsors
- Work alongside Brands & Communications team to develop quality content strategy to drive increased public engagement through the RACE framework
- Work alongside acquisition and communications team to plan and execute campaigns to increase awareness and acquisitions for the organization.
- Convert web traffic into actual giving to increase total donations using web marketing

KNOWLEDGE, SKILLS AND ABILITIES

- Bachelor's degree/Diploma in Marketing, Business Administration, Management or other related course
- Experience in Search Engine Marketing (SEM) and Search Engine Optimization (SEO) for at least 3-4 years
- Efficient skills in MS Excel, PowerPoint, and Word
- Strong Knowledge in Website Analytics and popular SEO tools (Google Analytics and Google Search Console metrics, Word Tracker, Keyword Discovery, etc.), and Private Blog Network, AMP etc.
- Sufficient knowledge of HTML/CSS and website administrations
- Possession of experience and traits: being strategic, excellent project management and implementation skills, observant, analytical, perceptive about online media consumption behavior, sensitive to the changing digital and online media landscape
- Proven track record of successful SEO program execution, with lead generation focus
- Data-driven mindset with familiarity with marketing analytics, tools, benchmark, best practices, and latest trends.
- Familiarity with web development process including HTML/CSS and website administrations
- Good knowledge in English would be a strong advantage

หากท่านมีความสนใจสมัครงานกรุณาส่งประวัติของท่านมาที่

E-Mail: tha_recruitment@wvi.org

สอบถามข้อมูลเพิ่มเติมได้ที่: 02-0229200 ต่อ 414

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