

Please reply to jobs@stepforth.com

Job Description- Web Marketing Specialist

Company: StepForth Web Marketing Inc.

Job Location: Victoria, BC

StepForth Web Marketing Inc. is an awesome place to work. Our staff are all highly competent, experienced, friendly and most of all, brilliant at what they do. The hiring focus of StepForth is simple; hire for the future. All employees are expected to have the expertise, common sense, natural ability, and most of all passion to become a fixture in our long term success.

Responsibilities and Duties

Client Duties

- Design, manage and implement internet marketing services including paid search marketing, organic optimization, blog implementation and link-building when required
- Perform search engine optimization services for our clients to the best of your ability
- Manage regular reporting and tracking, and report metrics appropriately and flag issues for internal stakeholders
- Analyze and report marketing performance; provide recommendations for improvement and make suggestions for additional services.

StepForth Duties

- Lead and contribute to improvements in processes (technical or business) for marketing, reporting and analysis.
- Write articles for the blog in areas of current industry news and applicable personal interest
- Propose new internet marketing strategies
- Create feature specification documents to improve the website and other online projects.
- Develop and maintain SEO project plans and coordinate implementation with other members of the team and other departments
- It is expected that you will spend a portion of your time staying current with the latest SEO news and tactics discussed within online journals, forums and whitepapers (etc.).

Required Skills

- Excellent verbal and written communication skills and ability to interact and manage to the expectations of the Client, vendors, and internal resources with all levels of clients and technical resources.
- Has a natural inclination, and passion to grow by making things better for Clients and our company
- Show superior judgment and professionalism when corresponding with partners and team members.
- Ability to work as a self-starter, take initiative, and execute tasks with minimal supervision
- Exceptional organizational skills and ability to multi task in a timely fashion
- Strong ability to provide customer satisfaction
- Exceptional analytical skills: ability to analyze data, draw conclusions, execute recommendations and implement remedies
- Able to work under pressure in a fast paced, ever changing environment to meet aggressive deadlines

Qualifications

- Clear understanding of Search Engine Optimization
- Experience with leading search engine ranking, traffic and analysis software.
- Understanding of search engine-friendly website designs
- Deep interest and knowledge in blogs, SEO, SEM, and business analytics
- Mid-level expertise in SEM (Search Engine Marketing) strategies and a minimum one year experience managing SEM and SEO campaigns.
- Proficient in MS Word, Excel and PowerPoint.
- Familiar with WordPress in terms of installing, creating templates and developing widgets

Preferred Qualifications

- Google AdWords certified
- Experience with Social Media strategy development and execution