

Job Description

Company profile:

Media NV was established in 2014. Our headquarter is in North America, an MNC, and we have offices in Ahmedabad and Chandigarh. When you work with Media NV, you work with family. We are focused on building your business because your success reflects our growth. Our team is made up of individuals who are passionate, driven, and the best at what they do. We combine creativity, technology, and marketing to fully integrate your business with the online world and give you ample opportunity to grow your brand. Whether you are seeking a local or outsourced company, we fully accommodate your goals and execute them to your best advantage.

Job requirement

Designation: Head Search Engine Optimization

Education qualification: B.E./ B.tech/ MCA/ M.E./M.tech

Company website: www.medianv.com

Job Overview:

An SEO Head is a strategic leader responsible for overseeing and driving the entire Search Engine Optimization (SEO) function within an organization. This role involves developing and executing comprehensive SEO strategies, managing a team of SEO professionals, and collaborating with cross-functional teams to enhance online visibility and organic traffic. The SEO Head plays a crucial role in aligning SEO initiatives with overall business goals and ensuring the implementation of best practices.

Responsibilities:

SEO Strategy and Planning:

- Develop and lead the implementation of the organization's overarching SEO strategy.
- Collaborate with key stakeholders to align SEO initiatives with overall business objectives.

Team Leadership:

- Lead and manage a team of SEO professionals, providing guidance, mentorship, and support.
- Foster a culture of collaboration, innovation, and continuous learning within the SEO team.

Keyword Research and Analysis:

- Conduct thorough keyword research to identify high-impact keywords and trends.
- Analyze competitors and industry trends to inform keyword targeting strategies.

On-Page and Off-Page Optimization:

- Oversee the optimization of on-page elements, including meta tags, content, and site structure.
- Manage off-page optimization strategies, including link-building campaigns and outreach efforts.

Technical SEO:

- Ensure the technical health of the website by conducting regular audits and addressing issues.
- Collaborate with web developers to implement technical SEO best practices.

Content Strategy:

- Develop and oversee the implementation of content strategies that align with SEO goals.
- Collaborate with content creators to ensure content is optimized for search engines.

Analytics and Reporting:

- Monitor SEO performance metrics using tools such as Google Analytics, Search Console, and other SEO software.
- Generate regular reports, analyze data, and provide actionable insights and recommendations.

Website Audits:

- Conduct comprehensive SEO audits to identify opportunities and areas for improvement.
- Implement strategies to enhance website performance and user experience.

Budget Management:

- Develop and manage the SEO budget, ensuring effective allocation of resources.
- Monitor expenses and adjust strategies based on budget considerations.

Stay Updated on Industry Trends:

- Stay informed about the latest trends, algorithm updates, and best practices in SEO.
- Implement emerging trends and technologies to maintain a competitive edge.

Stakeholder Communication:

- Communicate SEO strategies, performance, and impact to key stakeholders.
- Collaborate with other departments, such as marketing and web development, to integrate SEO seamlessly into overall strategies.

Qualifications:

- Bachelor's or Master's degree in Marketing, Business, or a related field.
- Proven experience in SEO management, with a track record of successful campaigns.
- Strong leadership and team management skills.
- In-depth knowledge of SEO principles, techniques, and tools.
- Analytical mindset with the ability to interpret data and draw actionable insights.
- Excellent communication and presentation skills.
- Proven ability to drive measurable results and ROI through SEO initiatives.
- Expert in Local SEO

Why join us?

- Competitive salary Guaranteed Incremental
- 5 days of the company (Monday-Friday).
- No Sandwich Leave Policy
- Health Insurance benefits
- Team gathering and outings on regular intervals.
- Great working and learning environment
- Generous leave policy
- Excellent working and learning platform
- Rewards and Recognition

Address: Corporate House 3, Shreeya Amalga, Opp. Avalon Hotel, Thaltej, Ahmadabad-380059