

# SEO Specialist (m/f)



## Introduction

The SEO Specialist is responsible for coordinating and implementing search engine marketing programs for clients. The correct person will be goal oriented, possess exceptional attention to detail, and have outstanding interpersonal skills. This is a role that is interacting with clients as well as working closely with the company team to make sure that the goals of the client are achieved.

## Your tasks

### Key Management Areas of Responsibility:

- You take full technical ownership of the growth of our SEO traffic in all 8 markets
- Technical site audits: You research, explore, diagnose and execute opportunities to optimize
- Based on your findings you'll make well-informed, scalable recommendations for increasing our SEO traffic
- You keep pace with SEO, search engine and internet marketing industry trends

### Key Functional Areas of Responsibility

- Perform keyword research in coordination with client business objectives to optimize existing content and uncover new opportunities
- Provide SEO analysis and recommendations in coordination with elements and structure of websites and web pages
- Provide recommendations and execute/manage strategies for content development in coordination with SEO goals – general and keyword specific

## Your profile

- Passion for SEO and overall internet marketing
- You a strong understanding of technical SEO (crawl ability, indexation, canonicalization, etc.)
- You (preferably) have skills in SQL, Excel, Adobe Analytics, ASO
- You're not a developer, but you easily understand & dig through websites' source code (HTML, CSS, JS, PHP)
- You are proactive, hands-on and able to independently execute technical SEO improvements
- Outstanding ability to think creatively, strategically and identify and resolve problems
- Ability to clearly and effectively articulate thoughts and points
- Excellent analytical, organizational, project management and time management skills

## Benefits

- Competitive salary
- Participation in company events
- Paid vacation and sick days
- Opportunity to advance your career
- Coffe and some snacks at the office

## Contact

Ingrid Medina  
HR Manager Turijobs  
+34 93 229 63 45  
ingrid.medina@turijobs.com

**Turijobs Tourism Services**  
Plaza Europa 9-11, planta 22  
08908 L'Hospitalet de Llobregat  
+34 93 229 63 45  
[consulting@turijobs.com](mailto:consulting@turijobs.com)  
[www.turijobs.com](http://www.turijobs.com)