

SEO Officer – Digital & Marketing Jobs | Alshaya Careers UAE

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Company: Alshaya

Location: united arab emirates

Category: other-general

Job Responsibilities

Works within the SEO team, reporting to the SEO Manager, inside the Digital Marketing team.

Is jointly responsible for the management, development, and performance of the SEO channel within eCommerce, including all Search Engine Optimization and App Store Optimization activities.

Works seamlessly with Senior Performance Managers, other Digital Marketing channel managers and brand teams to deliver the business plans for eCommerce brands.

Is responsible for the delivery of marketing channel targets and contributing to overall brand ROI targets

Job Requirements

At least 2 years of working in SEO marketing within an eCommerce business.

Deep understanding of all technical aspects of SEO, ASO and SEM and how to build strategies from them to increase discovery, traffic and sales.

Experience developing content strategies and creating content to optimize pages and achieve SEO & ASO objectives.

Experience using and leverage the full potential from SEO tools including Google Search Console, Screaming Frog, Ahrefs, MOZ.

Strong understanding of CMS platforms and semantic HTML.

Good commercial acumen and awareness of how to affect profit from any given activity

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