

## SEO Specialist for Masala Magazine in Dubai | ITP Media Careers

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ITP Media Group is looking for a full-time SEO Specialist. In this role, you will be responsible for creating, executing and managing the on-site and off -site SEO campaigns for our Masala! brand. You know how to blend SEO with natural language and keep the content compelling, all while achieving #1 results.

Responsibilities:

Plan and execute all digital marketing, including SEO/SEM and social media marketing

Strong grasp of SEO growth strategies with proven optimisation experience

Design, strategize, post and build social media

Ability to strategize and execute conversion-driven campaigns

Measure and report on social media and website performance against goals (ROI and KPIs)

Identify trends and insights, keywords that can be targeted to increase website traffic

Plan, execute, and measure conversion strategies/tests

Collaborate with internal teams (across other magazines) to website performance

Stay current on Google algorithm updates and drive website on-site performance optimisation

Requirements:

Proven working experience in editorial digital marketing for magazine/ content driven websites

Demonstrable experience in SEO and SMM

Basic design knowledge and artistic creativity

Should know how to come up with PR strategies to boost unique users

Experience in optimizing landing pages and user funnels/.

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