

## **SEO Manager - Lahore based**

We are looking for an analytical and perceptive professional who is a skilled communicator, able to collaborate with various teams, take charge of projects and lead it to achieve desired goals and communicate with clients directly.

Your goal will be to ensure that the digital content is search-engine friendly and optimized to increase our company's profitability.

### **Responsibilities:**

- Excellent in English with outstanding verbal and written communication skills
- Reporting to the client, handling email and voice correspondence and creating reports to answer client inquiries
- Developing and implementing effective search engine optimization (SEO) strategies
- Coordinating content, design, social media, pay-per-click (PPC) marketing and other activities
- Managing the team of SEO Specialists
- Managing the team of Content Writers
- Working with Social Media and Email Marketing Specialist
- Conducting in-dept SEO Audit of websites and providing recommendations
- Reviewing technical SEO issues and recommend fixes
- Expert in Google Analytics and Google Search Console
- Reviewing and Optimizing website content, landing pages and paid search copy
- Directing off-page optimization projects (e.g. link-building)
- Collecting data and report on traffic, rankings and other SEO aspects
- Managing offsite and onsite optimization projects and reporting on performance
- Staying up to date with latest SEO trends and adjusting SEO strategies accordingly

### **Requirements:**

- Must have at least 7 years of experience in SEO
- Recent 1-2 years of experience in managerial role
- Excellent verbal and written communication skills
- Bachelors degree is must

**Please email your CV at: [Imran@rhc.com.pk](mailto:Imran@rhc.com.pk)**