

INNOCEAN

Job Advertisement

Position Title	Technical SEO Specialist	Date	April/ May 2024
Reporting to	Snr Content + SEO Manager	Department	Content

Working Relations	
Direct Reports	NIL
Key Internal Contacts	Account Teams, Snr Content & SEO Manager, BX
External Contacts	Clients, Agencies

About Innocean

Innocean are the biggest agency you've never heard of. With 31 offices and more than 3000 employees in 21 countries. We're the fastest growing agency network in the world.

Opening doors in Australia in 2008 with two foundation clients; Hyundai and Kia. Since 2020 the Sydney business has been on a mission to diversify our roster which now includes FMCG, NGO, Medical, Tourism and Technology brands, not to mention our own Gender Equality not for profit division called Fck the Cupcakes.

We're a proud and ambitious group of over 50 creatives, strategists, account people, technologists, analysts, and producers who work together in a flat and collaborative environment. Building creative solutions across all touchpoints on a consumer's journey with a brand.

We're proudly Korean, uniquely Australian; striving to create a culture that embraces a Korean concept called 'Jeong'. An ineffable but mutually warm feeling of attachment between people who share a relationship and common purpose.

This feeling of connection underpins everything we do. It's how we create bonds between brands and consumers, and between us and our clients. Think of us as an extension of the marketing team. One with strategic, creative and CX capabilities to deliver work that connects across multiple platforms, driving acquisition and retention.

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About the Role

Join an exciting team at the forefront of digital marketing, creating technical SEO solutions for leading automotive brands Hyundai, Kia and Genesis. As the Technical SEO Specialist, you'll be leading technical SEO projects that improve organic rankings and remove site errors that negatively impact the experience of users across these sites. You must have a deep understanding of technical SEO best practice and emerging trends in this space including algorithm changes and AI solutions that improve websites. Your role will be pivotal in ensuring any BAU and campaign site updates exceed the performance of competing sites.

Key Result Areas	Duties
Technical Project Management	<ul style="list-style-type: none">· Create technical processes and improvements that allow clients to easily understand their impact and implement.· Lead SEO migration projects from end to end.· Demonstrate the effectiveness of technical SEO projects through quantitative and qualitative evidence.
Reporting	<ul style="list-style-type: none">· Demonstrate the effectiveness of technical SEO projects through quantitative and qualitative evidence.· Create dashboards that display SEO performance in an easy to digest format.
Innovative Solutions	<ul style="list-style-type: none">· Develop a deep understanding of technical nuances and user behaviours to optimise technical SEO performance.· Understand client business problems and deliver solutions that leverage emerging trends and opportunities such as AI.
Integration	<ul style="list-style-type: none">· Interpret insights from other teams and identify opportunities to leverage those insights to deliver technical SEO solutions.· Lead holistic SEO projects through a strong understanding of other channels such as PPC.
Collaboration	<ul style="list-style-type: none">· Collaborate closely with the internal and external teams to understand project objectives and proactively suggest solutions that are at the forefront of technical SEO.
Continuous Improvement	<ul style="list-style-type: none">· Stay up to date on technical industry trends and advancements.· Actively participate in team meetings and share ideas and feedback.
WHS (Work, Health & Safety)	<ul style="list-style-type: none">· Ensure your work environment is safe, whether you're WFH or in the office.· Follow and ensure your team follows company policies and procedures.

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About You

Personal Specifications	
Qualifications	<ul style="list-style-type: none"> · A degree in Marketing, IT or a related field. · Experienced in technical SEO and reporting tools such as SEMRush, Ahrefs, Google Lighthouse, Google Keyword Planner, Google Tag Manager, Screaming Frog, Google Search Console, GA4 and Looker Studio.
Knowledge, Skills & Experience	<ul style="list-style-type: none"> · At least 2-3 years experience in an agency or client side role. Demonstrable experience in creating solutions that drive technical SEO performance. · Lead technical SEO audits and BAU technical updates. Provide education to internal teams and clients to aid with the interpretation of complex data. · Investigate opportunities to build links and boost website authority. · Knowledge of user experience (UX) and user interface (UI) design principles to create technical solutions that will result in engaging and user-friendly digital experiences. · While experience in the automotive category is advantageous, a passion for performance and a willingness to learn are equally valued. · Ability to adapt to fast-paced environments and evolving project requirements. · Keen eye for detail to ensure accuracy and quality in all deliverables.
Values	<ul style="list-style-type: none"> · Proactivity. Humility. Agility. Daring. Don't worry, we dive into these in your welcome pack.
Development	<ul style="list-style-type: none"> · Regular appraisals and 360 feedback is important. · So too is being able to check in with your client Partner or management whenever. Their doors are always open, Zoom links always ready.

The Perks

There are a whole range of reasons you would consider working for us, check out the list below:

- Competitive salary
- Regular appraisals and 360 feedback
- Client sponsored benefits
- Floating leave
- Individual professional development
- Hybrid working
- Progressive parental leave policies
- Pet friendly environment