

JOB DESCRIPTION

Contract Digital Seo & Content Strategist 3–5 MONTH CONTRACT, 20–40 HOURS/WEEK

REPORTS TO: EXECUTIVE VICE PRESIDENT

Hirons is an advertising, public relations and digital agency delivering bold ideas. For more than 46 years, our research-based, results-driven approach has helped hundreds of clients reach their marketing and communications goals.

Digital department

Digital continues to be a focus at Hirons as clients compete in a growing, ever-changing online environment. The digital landscape changes incrementally every day with tweaks from industry giants such as Google and technological advances such as AI. These changes affect how an organization is viewed online and how it achieves its business goals.

The digital team at Hirons provides a strategic digital marketing lens against our clients' businesses. By looking at owned digital entities, such as websites, social media pages and email marketing efforts, Hirons can provide the next best digital investment opportunities for our clients.

Position Summary

In this position, you'll work closely with the Executive Vice President who oversees our digital department, the larger digital team and our communications management team to audit, develop and implement strategic plans for our clients' digital content, including email, web and social, and SEO performance. You'll be responsible for developing strategic recommendations, keyword targeting, site architecture insights, and aligning content with user intent and business goals.

Duties and Responsibilities:

- **SEO Strategy:** Conduct keyword research, support technical SEO audits and on-page optimization. Provide strategic SEO recommendations and collaborate with content, creative and development teams to oversee implementation.
- **Content Strategy:** Guide audits of existing website content to identify opportunities and priorities, oversee development of content calendars and best practices, review written content structure and messaging for digital platforms.
- **Staff & Deliverables Oversight:** Review deliverables from other team members and provide suggestions for enhancement. Provide guidance and leadership in the digital department.
- **Collaboration:** Work closely with technical lead to ensure thorough strategic approach.
- **Analysis & Reporting:** Review monthly and campaign analytics and develop actionable recommendations and next steps where necessary.
- **Business Development Support** – Support our business development team by reviewing and supporting the development of new business RFPs and proposals.

Qualifications and skills

- Five years of experience in digital marketing, with a focus on SEO, email marketing, organic social media and analytics
- Experience using Google Analytics, Google Data Studio, SEMrush (or similar SEO tools) and social media insights
- Strong understanding of email marketing platforms (HubSpot, Mailchimp or similar) and best practices
- Experience developing SEO strategies, including onsite and offsite, and both technical and content recommendations
- Knowledge of website best practices and user experience (UX)
- Strong analytical skills with the ability to interpret data
- Strong interpersonal and communication skills (oral and written)
- Ability to complete projects within budget and schedule requirements

Equal opportunity employment policy

Hirons prohibits discrimination and harassment of any type and provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.