

1.POSITION DESCRIPTION	
Job Position Code:	
Job Title:	SEO - Executive
Job Grade:	
Department:	Marketing & Digital – Digital Marketing
Reports To:	SEO LEAD
About Guires:	Guires Solutions Pvt Ltd. Is a Global Research & Development based KPO company. The company has now diversified and extended its reach into several domains. The company has experienced a remarkable growth. Services would include industry and market research, data analytics, branding and marketing. Flexible and cost –effective solutions are provided with maximum impact.
Job Purpose:	<ul style="list-style-type: none"> • Conceiving and developing efficient and intuitive marketing strategies • Organizing and oversees advertising/communication campaigns (social media, TV etc.), exhibitions and promotional events • Conducting market research and analysis to evaluate trends, brand awareness and competition ventures
Work Schedule:	Full Time (09:00 to 18:00), Monday – Saturday (except second Saturday).
Required Qualification:	Bachelor’s or Master’s in marketing, business administration or relevant discipline.
Required Experience:	Proven experience in the field-minimum of 2 years.
Required Knowledge/Skills:	<ul style="list-style-type: none"> • Hands-on experience in marketing lead generation tools with SEO and web traffic metrics • Expertise in SEO, SEM, SMM & PPC platforms. • Expertise in SEO on-page optimizations, SEO on-page checklist. • Google Analytics, Google Console tools • Proficient in MS Office and marketing software (e.g. CRM, Eclincher, Semrush&ahrefs) • Familiarity with social media and web analytics (e.g. Web Trends, Google Analytics) • Good understanding on marketing research techniques, data analysis and statistics methods • Thorough knowledge of strategic planning principles and marketing best practices • Editorial mindset with an ability to predict audience preferences • Preparation and presentation of results from campaigns • Excellent communication and people skills
Job Description:	<ul style="list-style-type: none"> • Develop strategic planning and modify existing based on the conversion by liaising with Sales Dept., Production Dept. • Conduct surveys, Content Marketing, SEO, SEM, SMM, AdWords & any other strategies to bring Visitors and target Leads. • understanding of Product Knowledge, Market & Competitors is mandatory • Optimization knowledge is mandatory for Web Pages optimization (incl. blog, academy, research etc) • Able to develop Content for Digital Marketing is mandatory.

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| | <ul style="list-style-type: none">• Market Knowledge for competitors & Keywords• Authorship, meta data, schema & Rich snippets• Built to be shared through social Networks• Submit weekly/monthly Reports to Manager.• Organize and oversees advertising/communication campaigns, exhibitions and promotional events• Conduct market research and analysis to evaluate trends, brand awareness and competition ventures• Initiate and control surveys to assess customer requirements and dedication |
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