

## SEO Manager

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Company: Bikham

Location: Zambia

Category: other-general

Bikham is a multinational professional services company providing services in Healthcare, Finance, Tech, and Academia

### The Role

As an SEO Specialist/Manager you will be responsible for planning, implementing, and managing our SEO strategy end-to-end. You will have the freedom and entire ownership of our SEO and get to build everything from scratch.

### Responsibilities:

- Plan, develop and implement our SEO strategy
- Work towards organic search optimization and increasing organic traffic.
- Regularly perform thorough keywords research
- Identify key SEO KPIs
- Monitor redirects, click rate, bounce rate, and other KPIs
- Prepare and present reports regularly
- Identify problems and deficiencies and implement solutions in a timely manner
- Suggest improvements in process and productivity optimization
- Collaborate with web developers and other teams
- Stay up to date with the latest SEO, digital marketing latest trends and best practices

### Requirements:

- 3+ years of experience in SEO (Strong Technical SEO skills required)
- Proven success in SEO for Revenue Generation
- Familiarity with HTML, CSS, JavaScript, Google Tag Manager, Google Tracking
- Knowledge of web analytics tools including Moz, Semrush, Google Analytics, etc.
- In-depth knowledge of research principles and methods
- Experience in analyzing data and deriving insights from it
- Sense of ownership and pride in your performance
- Critical thinker and problem-solving skills
- Team player
- Must be able to show past experience of how his/her work has impacted Revenue
- **U.S market experience is a MUST**
- **comfortable working as per U.S shift timings**

### **Ideal Profile**

You have at least 4 years experience ideally in SEO / SEM within Healthcare & Lifesciences industry.

Experience within would be a strong advantage.

You are a strong team player who can manage multiple stakeholders

You are highly goal driven and work well in fast paced environments

You pay strong attention to detail and deliver work that is of a high standard

### **What's on Offer?**

Strong opportunities to progress your career

Attractive Salary & Benefits

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### **Cross References and Citations:**

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