



SEO & Analytics Manager

Reference:	SEO-ANA-MAN-2021
Starting Date:	January 2021
Employment Type:	Full-Time, from Monday to Friday
Seniority Level:	Junior level

About TrackInsight

TrackInsight™ is the world's first Exchange-Traded Funds analysis platform. We serve the global ETF investment community by providing daily data and in-depth analytics on over 6,200 ETFs listed worldwide, alongside powerful ETF screening and selection tools and independent insights into the global ETF market. In addition, TrackInsight creates multi-media content that is focused on the needs and interests of institutional ETF investors, including in-depth research studies, thought-leadership materials and a series of investor events in Europe and North America.

The Role

Working in an innovative and decentralized organization, you will work with the CMO and technology teams to support the company's SEO activity, coordinate PPC, social and other paid digital marketing campaigns, coordinate keyword research, review content for SEO optimization and build analytical reporting frameworks.

The Responsibilities

- Develop and execute successful SEO strategies
- Manage all non-technical aspects of SEO across our web properties
- Establish appropriate quality metrics and success reporting and ensure these are integrated into wider marketing dashboards and analytics
- Review content for SEO optimization and recommend fixes
- Optimize website content, landing pages and paid search copy
- Direct off-page optimization e.g. link-building
- Running PPC and paid digital search marketing activity
- Keyword research
- Writing powerful Calls to Action to maximize conversions
- Compiling and presenting SEO guidelines

The candidate

- At least 3 years of experience in SEO and content marketing
- Working knowledge of SEO practices
- Familiarity with Google Analytics and Ad Manager
- Experience with website optimization tools
- Strong knowledge of virtual event platforms and technologies
- Fluent in English, other European languages a plus
- Financial or professional services experience is a plus

To apply

Enthusiastic? Please send us your CV and motivation letter at careers@trackinsight.com.

We are looking forward to meeting you!