



### **Job Description & Job Specification**

<b>Job Title:</b> SEO Specialist	<b>Team:</b> Digital Marketing
<b>Department:</b> Strategic Business Planning and Relationship	<b>Location:</b> Head Office Rawalpindi
<b>Job Level:</b> Experienced Professional	<b>Nature of Job:</b> Desk Job
<b>Category:</b> Full Time Employment	<b>Employment Status:</b> Contract Based
<b>Gender Preference:</b> No Preference	<b>Remuneration:</b> Market Competitive

**Last Date to Apply: February 29, 2024**

#### **Job Description:**

- Develop and execute comprehensive SEO strategies to enhance online visibility and drive organic traffic growth.
- Possess a strong understanding of search engine marketing (SEM), search engine optimization (SEO), and proficient in Google Analytics.
- Focus on optimizing organic search results to maximize return on investment (ROI)
- Conduct regular, in-depth keyword research to identify valuable opportunities and trends.
- Define and track key performance indicators (KPIs) related to SEO, including redirects, click rate, bounce rate, and other relevant metrics.
- Generate and deliver insightful reports on SEO performance to stakeholders.
- Utilize buyer personas to refine targeting and enhance audience engagement.
- Proactively identify and address SEO issues and inefficiencies, implementing timely solutions.
- Provide recommendations to improve processes and productivity, contributing to continuous optimization efforts.
- Monitor search terms, rankings, and analytics data to assess website performance and propose actionable improvements.
- Collaborate closely with web developers and marketing teams to ensure seamless implementation of SEO best practices.
- Stay abreast of the latest trends and developments in SEO and digital marketing, integrating emerging strategies to drive results.

#### **Job Specification:**

- Bachelor's degree in Marketing, Communications, Computer Science, or related field.

#### **Relevant Experience:**

- 1–3 Year Relevant Experience

#### **Essential Skills & Competencies:**

- Solid understanding of SEO principles and methodologies
- Proficiency in SEO tools and platforms such as Google Analytics, Google Search Console, SEMrush, Moz, etc.
- Excellent analytical skills with the ability to interpret data and draw actionable insights.
- Strong communication and presentation abilities, capable of articulating complex concepts to diverse stakeholders.
- Detail-oriented mindset with a commitment to delivering high-quality work.
- Ability to thrive in a fast-paced, dynamic environment and adapt to evolving priorities.
- Passion for learning and staying updated on industry trends and best practices.

Interested candidates please drop your CVs at [teamhr@agico.com.pk](mailto:teamhr@agico.com.pk) latest by February 29, 2024. Please mention position title in email subject.

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