

Title: Senior Digital Marketing Strategist/SEO Analyst

Reports to: Director of Marketing Services

Foster Web Marketing is seeking an experienced Senior Digital Marketing Strategist/SEO Analyst who is hungry for new projects. The ideal candidate has 3-5 years of SEO and Digital Marketing experience and is adept at devising and implementing digital strategies that produce tangible results and positive returns.

A Senior Digital Marketing Specialist/SEO Analyst at Foster Web Marketing is the primary lead for many client accounts (simultaneously) and is expected to have a proven track record of executing outstanding client-facing SEO work. Senior specialists are expected to take larger and more demanding clients and are called upon more often than non-senior team members for interdepartmental training, webinar participation, event speaking, et al.

This is a full-time position at our headquarters in Fairfax, VA.

Senior Digital Marketing Strategist/SEO Analyst Responsibilities:

Provide full-spectrum whitehat SEO, PPC, social media, and other digital marketing services to Foster Web Marketing clients, assuring that clients' KPIs are met while producing positive ROI.

Act as account executive: coordinate with clients as well as internal stakeholders to assure client needs are met, deliverables are completed on time, and performance milestones are achieved.

Assure that client projects are completed on time and on budget. Collaborate with the Director of Marketing Services on proposal generation, project budgeting, and new project sales.

Senior Digital Marketing Strategist/SEO Analyst Duties:

- Develop and execute your clients' digital marketing strategies.
 - Coordinate with the Content Team to oversee the production and optimization of client website content and to audit existing content.
 - Deliver Local SEO optimization designed to maximize clients' local visibility and drive leads.
 - Generate high-quality authoritative and relevant backlinks for client websites through link building outreach efforts. Identify new inbound link acquisition opportunities, and audit and correct imperfect or damaged backlink profiles.
 - Conversion optimization
 - Reputation management and review generation
 - Email marketing
 - Social media consulting and advertising
 - PPC advertising including Google Ads, Bing, Facebook, YouTube, and more
- Monitor KPIs on a per-client basis to judge the efficacy of current tactics, plan future strategies, and gauge campaign performance.

- Act as primary point of contact for client communications.
- Conduct monthly calls with clients to provide updates on existing tasks, review performance data, plan for future projects, etc.
- Provide regular client performance reports to the Director of Marketing Services.
- Assist the Director of Marketing Services with the production and sales of client services proposals.

Senior Digital Marketing Strategist/SEO Analyst Qualifications:

- 3-5 years SEO and digital marketing experience
- Experience with enterprise-level CMS and CRM software
- Above-average MS Office proficiency
- Google Analytics certification a plus
- Google Adwords certification a plus
- Experience with HTML and CSS a plus

About Foster Web Marketing:

Foster Web Marketing develops and provides Marketing Automation Software as a service for law firms, medical practices, and other small businesses. FWM's Dynamic Self-Syndication software (DSS) incorporates a CRM and CMS with reputation management, social media, and other inbound marketing tools to provide small business owners with a comprehensive marketing automation solution.

We take our company culture seriously at FWM, and we want you to have fun while you're here! FWM offers competitive compensation packages that include flexible PTO; health, vision, and dental benefits; and a 401(k) plan.

Please email your resume and cover letter to careers@fosterwebmarketing.com.