

Job title: **SEO Lead**

Reports to: SEO Manager

What we're all about:

Avalanche Creative is a small but growing SEO agency that is committed to getting great results for our clients. We take a different approach to SEO that ensures our customers feel educated and cared for and that they get the results they are looking for. We have BIG plans and this position will play an essential role in driving SEO strategies for our clients and managing the quality of the work we put out. It will provide the opportunity to make a meaningful contribution to the growth and longevity of a team-oriented company. We work hard and care deeply about our customers, but we also prioritize a healthy work/life balance and a fun environment. At Avalanche, you will get the benefits of a small team along with the opportunities of a growing company.

Compensation Package: \$76,000 - \$83,000

Benefits:

- Start at 20 days of PTO
- Paid holidays (including your birthday!)
- Paid parental leave
- Flextime and remote-friendly work environment
- Health, dental, and vision insurance
- Retirement match
- Quarterly profit-sharing bonuses

About You...

- You have 5+ years of organic SEO experience (both local and national) and a Bachelor's-level education or equivalent experience
- You possess strong technical SEO skills and, ideally, at least 3 years of leadership experience managing a team of SEOs
- You love working with people and understand that PEOPLE complete projects, not machines
- You thrive in an agency environment (in-house is not your cup of tea)
- You are confident in your abilities and have a burning desire to continue learning and improving your skills
- You are a self-proclaimed "SEO nerd" with excellent analytical skills who loves to geek out over data-driven insights and uncovering hidden patterns in online trends and user behavior

- Your love of organic search runs deep...from necessary and routine updates to dreaming up new ways to reach the searcher and show empathy for them, SEO is an extension of you
- The ability to follow a process but get creative within that process excites you and you're always looking for ways to increase quality and efficiency
- You write good (see what we did there?!) and you understand the importance of being skilled in both written and verbal communication
- Strong time management skills are seamlessly integrated into your workflow (let's just say you and the Eisenhower matrix are great friends)
- You naturally adapt in a fast-paced environment and understand how to thrive despite the constant ebbs and flows of your work demands
- You want to work for a close-knit team who supports each other and works together to advance the company's mission, while having fun along the way!

As SEO Lead, you will:

- Use your combined experience in organic SEO and education to achieve tangible results for clients
- Utilize your leadership experience to manage, support, and nurture a team of SEO professionals by inspiring innovation, creativity, growth and professional development
- Help shape the SEO department and engage in overseeing department hiring and career engagement/employee experience
- Easily flow through SEMRush and Google Products (Google Analytics 4, Google Tag Manager, Google Search Console, Google Business Profile, etc.) to get what you need and optimize away
- Perform in-depth analysis of the results we are achieving and drive strategy initiatives
- Consult with clients, marketing teams, and external vendors to stay up-to-date SEO best practices and recommendations
- Perform in-depth SEO research, quality assurance checks, and give your expert guidance through instruction and constructive feedback
- Use your dynamic and effective communication skills to deliver a powerful performance, especially with clients, no matter the format (virtual, in-person, email, phone, etc.)

Hours and Schedule:

- Approximately 40 hours per week
- Exempt position which may require additional hours worked beyond 40 hours per week based on workload and projects
- Expected to be available and working from 10:00 am - 4:00 pm Monday - Friday ET
- Remaining hours may be completed at any time throughout the week
- Full or partially remote optional
- If not located in the Grand Rapids area, some travel may be required for possible onsite client meetings and company events
- Authorization to work in the U.S. is required
- Must reside in the United States, residents of Michigan and Florida strongly preferred

Did we just describe you to a T? Apply now by completing the application linked below!

Application: <https://forms.gle/c67rugabE31HydKX7>