



Ваш надежный помощник

SEO & Analytics Specialist

📍 Одесса, 🕒 1 ноября 2024

Компания: [Wildix](https://jobs.ua/company/id/76094) (<https://jobs.ua/company/id/76094>) ([Все вакансии](#))

Рубрики: [Телекоммуникации и связь](#)

Пожелания к сотруднику

Образование:	не имеет значения
Опыт работы:	от двух лет
График работы:	полный рабочий день

Описание вакансии

About us

Wildix is the first 100% secure, easy-to-use, professional web-based UC&C system, recognized as a Niche Player in the Gartner® Magic Quadrant™ for Unified Communications as a Service in 2021.

Founded in 2005 by two Italian brothers, Steve and Dimitri Osler, we are now among the fastest-growing companies in the UCaaS sector. Headquartered in Tallinn, Estonia, we have more than 250 staff members representing over 15 nationalities. Our team works across Europe, the UK, the Americas, and Ukraine, serving more than 135 countries through our partner ecosystem.

We created what we call the **Blue Ecosystem**: the way partners, end-users, the company, and our employees communicate with each other.

Our mission is to facilitate internal and external communication between companies and their customers worldwide, using web browsers and mobile applications, thereby increasing productivity and efficiency.

Who we are looking for

We are looking for a SEO & Analytics Specialist to join our Marketing Team. Your mission: What are we doing wrong and what can we fix? Where can we find new opportunities and how can we reach them? Show the team the updated situation of KPI.

SEO & Analytics Specialist is a professional responsible for overseeing and optimizing the performance of digital marketing campaigns and online presence. This role focuses on ensuring that digital initiatives are effective, efficient, and aligned with the company's strategic goals.

How You Will Make an Impact:

- Manage tracking metrics (organic traffic, PPC, conversion rates) using tools like Google Analytics and Clarity, ensuring alignment with Web Team KPIs.
- Monitor and report on SEO performance and search trends, while improving technical SEO through collaboration with Web Developers (e.g., toxic backlink analysis and cleanup, 404 errors, redirections, title hierarchy).
- Collaborate closely with the Digital Ads Team, Funnel Campaign Manager, Copywriters, and contribute to the link-building strategy.
- Perform competitor analysis to identify content gaps and recommend improvements for website design and content.
- Stay updated on SEO and digital marketing trends, using tools like Google Looker Studio to create reports.
- Provide SEO-friendly content suggestions, including keyword research, blog articles, and localized product pages.

What You Bring to the Team

- 3-5 years of SEO experience, with a deep understanding of on-page, off-page, and technical SEO best practices.

- Proficient in keyword research, content optimization, and driving traffic through effective SEO strategies.
- Skilled in using web analytics tools (Google Analytics, Search Console, Clarity, Hotjar) to interpret data and generate actionable insights.
- Strong knowledge of link-building strategies and experience managing SEO projects, including setting priorities and meeting deadlines.
- Excellent communication skills for presenting findings and collaborating with cross-functional teams (marketing, demand generation, content).
- Strong analytical and problem-solving skills to identify SEO opportunities and adapt to changing trends and algorithms

Now, it would be fantastic if You Have the following Qualifications

- Familiarity with HTML, CSS, and JavaScript, and understanding of how these impact SEO
- Experience in analytics tools integrations with CRM platforms (e.g. Salesforce, Hubspot)
- Working with Google Tag Manager

What We offer:

- Work in a multinational company
- Working hours (9:00-18:00 or 10:00-19:00)
- Career growth opportunities
- Paid vacations and sick leaves
- English courses
- Medical insurance
- Coverage of costs for certification and IT conferences
- Possible remote collaboration

Hiring process:

- Discovery Interview with Talent Acquisition Specialist (30 minutes)
- Technical interview with the Hiring Manager (60 minutes) to dive deeper into the role's specifics

We are Wildix

Wildix is an equal-opportunity employer. We value diversity and welcome all applicants regardless of race, gender, age, religion, or other characteristics. Everyone is encouraged to apply and is welcome to join our Blue Ecosystem.

Do you want to learn more about Wildix? Apply Now!

Контактная информация

Контактное лицо: AnastasiaArtemchuk