

# SEO and Content Marketing Specialist

**Location:** Denver CO - Downtown

The SEO and Content Marketing Specialist will be responsible for developing, implementing, and optimizing SEO and content strategies to enhance the online visibility and engagement of our clients. This role requires a blend of creativity, analytical skills, and technical expertise to drive traffic, improve search engine rankings, and generate high-quality leads.

A high degree of energy, commitment, initiative, and enthusiasm is required along with a thirst for knowledge in the internet marketing arena. The ability to organize, prioritize, and meet deadlines is essential as is the ability to communicate with clients, in a professional manner. A successful candidate will also be an entrepreneurial, self-motivated, and able to provide meaningful and actionable insights regarding clients' website and online marketing efforts.

## Skills/Requirement:

### 1) SEO Strategy Development and Implementation:

- Conduct comprehensive keyword research to identify opportunities and trends.
- Develop and execute on-page and off-page SEO strategies.
- Optimize website content, meta tags, and structure for improved search engine rankings.
- Perform technical SEO audits and recommend necessary changes.
- Monitor, analyze, and report on SEO performance using tools like Google Analytics, SEMrush, and Ahrefs.

### 2) Content Marketing:

- Create and manage a content calendar that aligns with client goals and marketing objectives.
- Website and Blog content writing
- Develop high-quality, engaging, and SEO-friendly content for websites, blogs, social media, and other digital platforms.
- Collaborate with designers, developers, and other team members to produce cohesive and compelling content.
- Perform competitive analysis to stay informed on industry trends and strategies.
- Optimize content for various platforms, ensuring consistency in tone, style, and branding.
- Performance Analysis and Reporting:
  - Track and measure the effectiveness of SEO and content marketing initiatives.
  - Provide regular performance reports with insights and recommendations for improvement.
  - Stay updated with the latest SEO and content marketing trends, algorithms, and best practices.

### 3) Client Collaboration:

- Communicate effectively with clients to understand their business goals and needs.
- Present strategies, progress, and performance reports to clients.
- Provide training and guidance on SEO and content best practices as needed.
- A passion for emerging platforms and good knowledge of effective SEO strategies and techniques.
- Analytical, with the ability to quickly interpret information, news, data

## Qualifications:

- Bachelor's degree in Marketing, Communications, Journalism, or a related field.
- Minimum of 2 years of experience in SEO and content marketing.
- Proven track record of successful SEO campaigns and content marketing strategies.
- Proficiency in SEO tools such as Google Analytics, Google Search Console, Google Tag Manager, SEMrush, Ahrefs, Moz, etc.
- Strong understanding of search engine algorithms and ranking factors.

**Submit resume and cover-letter to:**  
Real FiG Advertising and  
Marketing  
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[zachary@figadvertising.com](mailto:zachary@figadvertising.com)  
1600 Stout St Suite 250  
Denver, CO 80202

- Excellent written and verbal communication skills.
- Ability to create compelling and original content.
- Strong analytical skills and attention to detail.
- Ability to work independently and as part of a team in a fast-paced environment.
- Experience with CMS platforms like WordPress is a plus.

#### **Preferred Skills:**

- Familiarity with HTML, CSS, and JavaScript for SEO purposes.
- Experience in link-building strategies and tactics.
- Knowledge of social media marketing and its impact on SEO.
- Experience with PPC campaigns and paid search strategies.

#### **Compensation:**

- \$48,000 to \$60,000 annually based on experience

#### **Benefits:**

- Retirement account with match
- Health and dental insurance
- Unlimited PTO
- Wellness benefits

## **Company Overview**

Real FiG Advertising and Marketing is an established, award-winning, full-service marketing agency, specializing in generating inbound leads for our clients using digital and traditional marketing avenues. We think that every business communications piece should look its best, but looks mean nothing without strategy and ROI. Helping clients better connect with their customers is what we do.

#### **Company Values**

- Integrity
- Ethical treatment of clients, vendors, and employees
- Creativity tempered with strategy
- Consistent and open communication with clients

#### **Company Culture**

- We're all in this together
- Pride in quality work and client results
- Always Learning and Improving
- Diligence
- Team happy hours and activities