**Job Description:** **Digital Marketing Specialist**

**Position Overview:**

We are seeking a highly motivated and experienced Digital Marketing Specialist with expertise in Search Engine Optimization (SEO) and Search Engine Marketing (SEM). The ideal candidate will be responsible for developing, implementing, and managing our digital marketing campaigns to drive organic and paid traffic to our website and increase brand visibility across various online platforms.

**Key Responsibilities:**

* Develop and execute effective SEO strategies to improve website ranking and organic traffic.
* Conduct keyword research to identify high-value search terms and optimize website content accordingly.
* Implement on-page and off-page SEO techniques to enhance website performance and visibility.
* Monitor and analyze website analytics, keyword rankings, and traffic trends to identify opportunities for optimization.
* Plan and execute SEM campaigns across various platforms such as Google Ads, Bing Ads, and social media channels.
* Manage PPC (Pay-Per-Click) campaigns, including keyword selection, ad copywriting, bid management, and performance tracking.
* Continuously optimize SEM campaigns to maximize ROI and achieve business objectives.
* Stay updated with the latest trends and best practices in SEO, SEM, and digital marketing to ensure the competitiveness of our campaigns.
* Collaborate with cross-functional teams including content creators, designers, and developers to align digital marketing efforts with overall business goals.
* Provide regular reporting and performance analysis to stakeholders, highlighting key metrics, insights, and recommendations for improvement.

**Qualifications:**

- Bachelor’s degree in Marketing, Advertising, Communications, or a related field.

- Proven experience in digital marketing with a focus on SEO and SEM.

- Strong understanding of search engine algorithms, ranking factors, and SEO best practices.

- Hands-on experience with SEO tools such as Google Analytics, Google Search Console, SEMrush, Moz, etc.

- Proficiency in managing PPC campaigns on platforms like Google Ads and Bing Ads.

- Excellent analytical skills with the ability to interpret data, draw insights, and make data-driven decisions.

- Strong communication and interpersonal skills with the ability to collaborate effectively across teams.

- Highly organized with the ability to manage multiple projects and deadlines in a fast-paced environment.

- Google Ads certification and other relevant certifications are a plus.

If you are passionate about digital marketing, possess a strategic mindset, and have a track record of driving results through SEO and SEM, we encourage you to apply for this exciting opportunity. Join our team and play a key role in shaping our online presence and driving business growth through innovative digital marketing strategies.