

Senior SEO Manager



Phone :

Web :

Job Summary

Vacancy :

Deadline : Aug 26, 2024

Published : Jul 26, 2024

Employment Status : Full Time

Experience : Any

Salary :

Gender : Any

Career Level : Any

Qualification :

Job Description

About Clutch:

We're on a mission to reinvent the way people buy, sell, and own cars. Are you game?

Clutch is Canada's largest online used car retailer, delivering a seamless, hassle-free car buying and selling experience to drivers everywhere. Customers can browse hundreds of cars from the comfort of their home, get the right one delivered to their door, and enjoy peace of mind with our 10-Day Money-Back Guarantee... and that's just the beginning.

Named two years in a row to the *Globe & Mail's* list of the Top Growing Companies in Canada and also awarded spots on Deloitte's Technology Fast 50™ and Fast 500™ lists, we're looking to add curious, hard-working, and driven individuals to our growing team.

Headquartered in Toronto, Clutch was founded in 2017 and currently services Ontario, New Brunswick, Nova Scotia, and Prince Edward Island. Clutch is backed by a number of world-class investors, including D1 Capital, Canaan, Real Ventures, BrandProject, and BMO. To learn more, visit clutch.ca.

About the Role:

As the Senior SEO Manager at Clutch.ca, you will lead and refine our SEO strategies to enhance qualified traffic and increase brand awareness. Your role involves developing a data-driven approach to attract both prospective customers and generate immediate leads. You will be responsible for the complete range of SEO activities, including keyword research, content creation, on-page and off-page optimization, technical SEO, local SEO, and programmatic SEO.

You will spearhead our ambitious SEO goals, execute the strategies hands-on, and manage a team of external writers to bolster our content strategy. Your deep understanding of on-page, technical, and programmatic SEO will be crucial as you collaborate with our product team to audit and optimize our site according to industry best practices.

Additionally, you will engage with publishers to craft and maintain an external link-building strategy and conduct thorough research, analysis, and reporting to monitor and relay insights on content performance, SERP rankings, the competitive landscape, and keyword positioning. Keeping abreast of the latest SEO trends, tools, and technologies will be essential.

At Clutch, we have the budget and resources to create world-class SEO content, be it through our external writers, freelance journalists, and our video teams. You'll get to lead this effort to build a nationwide brand for one of the biggest industries in the country.

Qualifications:

- **SEO:** Minimum of 3 years of experience with a proven track record in implementing technical and programmatic SEO at scale, generating thousands of landing pages with scaled content. You are an expert who defines the right content to produce for SEO.
- **Data Analysis:** Exceptional skills in data analysis; you will lead the vision and execution of data analytics for projects in collaboration with our engineering team to drive our organic search efforts.
- **Product Insight:** Strong sense of product design and the ability to address complex challenges with straightforward, effective solutions.
- **Acquisition & Activation:** Proven experience in devising and executing successful organic user acquisition and activation strategies.
- **Content:** Solid grasp of content marketing and growth strategies, including drafting high-quality, original, well-researched briefs, and guiding writers on new content topics targeting specific keywords.
- **Link Building:** Skilled in vetting potential link partners and managing outreach campaigns for both paid and organic placements.
- **Tools:** Proficient with various data, CMS, and product tools such as Google Analytics, Clearscope, Amplitude, Mixpanel, SEMRush, Ahrefs, Webflow, Google Search Console, and A/B testing tools.
- **KPIs:** Comfortable defining and being accountable for key performance indicators and metrics.

Who You Are:

- **Relentlessly Competitive:** You do whatever it takes to win and you love that SEO gives you a clear scoreboard that shows everyone who is winning. You will relentlessly push until you rank at the top and win.
- **Communicator:** Excellent communication skills, capable of effectively articulating priorities, opportunities, challenges, and decisions to stakeholders.
- **Problem Solver:** Exceptional analytical and creative problem-solving abilities.
- **Curious:** A constant learner, always seeking ways to innovate and improve.
- **Reliable:** Takes commitments seriously and upholds a high standard of integrity.
- **Organized:** Outstanding project management and time management skills.
- **Passionate:** Enthusiastic about SEO, digital marketing, and the marketing technology industry.

Why you'll love it at Clutch:

- Autonomy & ownership -- create your own path, and own your work
- Competitive compensation and equity incentives
- Health & dental benefits

Clutch is committed to fostering an inclusive workplace where all individuals have an opportunity to succeed. If you require accommodation at any stage of the interview process, please email talent@clutch.ca.

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
