

## SEO Manager



Phone :  
Web :

### Job Summary

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Vacancy :  
Deadline : Sep 13, 2024  
Published : Aug 13, 2024  
Employment Status : Remote  
Experience : Any  
Salary :  
Gender : Any  
Career Level : Any  
Qualification :

## Job Description

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### Does driving value for one of Canada's leading softwares excite you?

Then Jobber might be the place for you! We're looking for an **SEO Manager** to be part of our **Demand Generation** team.

Jobber exists to help people in small businesses be successful. We work with small home service businesses, like your local plumbers, painters, and landscapers, to transform the way service is delivered through technology. With Jobber they can quote, schedule, invoice, and collect payments from their customers, while providing an easy and professional customer experience. Running a small business today isn't like it used to be—the way we consume and deliver service is changing rapidly, technology is evolving, and customers expect more. That's why we put the power and flexibility in their hands to run their businesses how, where, and when they want!

Our culture of transparency, inclusivity, collaboration, and innovation has been recognized by Great Place to Work, Canada's Most Admired Corporate Cultures, and more. Jobber has also been named on the Globe and Mail's Canada's Top Growing Companies list, and Deloitte Canada's Technology Fast 500™, Enterprise Fast 15, and Technology Fast 500™ lists. With an Executive team that has over thirty years of industry experience of leading the way, we've come a long way from our first customer in 2011—but we've just scratched the surface of what we want to accomplish for our customers.

### The Team

As part of the Marketing Department, the **Demand Generation** team works together to develop, manage, and optimize integrated campaigns that drive leads for our self-serve and sales-assisted funnels. As a valued member of the Demand Gen. team, you'll work cross-functionally to generate awareness among home service businesses, convert and monetize existing in-market demand, and help prospects keep Jobber top-of-mind.

### The Role

Reporting to the Manager, Performance Marketing, and working as part of the Search team at Jobber. The **SEO Manager** will play a key role in pushing our SEO strategy. You'll use data to inform decisions and make recommendations, and work collaboratively with other stakeholders to grow revenue and traffic from organic search. You'll be given autonomy to hold yourself accountable to decisions, outcomes, and timelines that impact your work.

#### The SEO Manager will:

- Drive the SEO strategy forward. You'll help design the SEO strategy at Jobber and own impactful programmes of work that will bring the strategy to life.
- Be a team player. Collaboration with content marketing, web strategy, product teams as well as our agency partners is critical to pushing SEO forward.
- Report on SEO KPIs. You'll inform how we report on SEO programs, tie our efforts back to revenue, and will report to leadership and key stakeholders.
- Roll up their sleeves. You'll need to be comfortable editing content for SEO, and making small updates to the site.
- Ensure Jobber is following SEO best practices. You'll be accountable for technical, on-page, and off-page SEO. You'll make recommendations on internal linking and site architecture.
- Flex your project management abilities. You'll ensure projects are delivered on time and achieve desired results.
- Be comfortable experimenting. As you build SEO programs, we'll experiment with new tactics. You'll own the learnings of these experiments and will educate the marketing team on our successes and opportunities
- Be a champion of SEO across the organization. You'll find opportunities for your teammates to support SEO initiatives in their work.
- Stay on top of the latest SEO trends. Algorithms and best practices change, and that rate of change is only getting faster. You'll be responsible for keeping the marketing team informed on the latest in SEO.

#### To be successful, you'll need:

- Strong project management skills. You will need to get stakeholder buy-in on projects, and be accountable for ensuring team members are clear on deliverables so that projects move forward.
- A deep understanding of technical SEO, pagespeed, link building, on-page SEO, and site architecture. Ideally you would have done this in-house for a marketing department or in an agency.
- To digest ambiguous data, ask the right questions, communicate and action critical insights.
- To be imaginative. We're looking for someone who will pay attention to trends in the home services industry and apply these trends to our SEO strategy.
- Experience with SEO and analytics tools like SEMRush, Ahrefs, Google Search Console, Looker Studio, and Google Analytics
- To seek out feedback. You're someone who has a willingness to receive feedback and the ambition to use it to improve.
- To be a team player. You'll take the lead and drive projects, but will also be called on to play a supporting role and provide SEO expertise for your teammates.

#### What you can expect from Jobber:

Having been named as a [Top 10 Great Place to Work in Canada](#), we walk the talk. Here are just some of the great things you can expect from us:

- A total compensation package that includes an extended health benefits package with fully paid premiums for both body and mind, retirement savings plan matching, and stock options.
- A dedicated Coaching and Development function, including Development Coaches, to help build the career you want and hit the goals you set, while ensuring you're reaching your fullest potential.
- Support for **all** your breaks: from vacation to rest and recharge, your birthday off to celebrate, health days to support your physical and mental health, and parental leave top-ups to support your growing family.
- A unique opportunity to build, grow, and leave your impact on a \$400-billion industry that has no dominant player...yet.
- To work with a group of people who are humble, supportive, and give a sh\*t about our customers.

*We believe that diverse teams perform better and that fostering an inclusive work environment is a key part of growing a successful team. We welcome people of diverse backgrounds, experiences, and perspectives. We are an equal opportunity employer, and we are committed to working with applicants requesting accommodation at any stage of the hiring process.*

#### A bit more about us:

Job by job, we're transforming the way service is delivered. Your lawn care provider, home cleaning service, plumber or painter could use Jobber to better connect with their customers, save time in the office, invoice faster, and get paid! We're bringing tens of thousands of people together with technology to deliver billions of dollars a year in services to happy customers. Jobber exists to help make these small businesses successful, and when they're successful we all win!

**Education & Experience**

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**Must Have**

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**Educational Requirements**

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**Compensation & Other Benefits**

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