

## JOB DESCRIPTION

NAME:		REPORTING TO:	Global SEO Lead – Matt Pruys
POSITION TITLE:	Junior SEO Executive	DIRECT REPORTS:	None
DEPARTMENT:	Marketing Services & Innovation	LOCATION:	Melbourne, AU

### POSITION PURPOSE:

The Intrepid Group has a strong presence in organic search and is committed to increasing that reach in local and international markets. We're seeking a motivated and passionate SEO professional with a history of improving organic traffic and presence in search engines, and who has a hunger for professional growth and development.

Reporting to the Global SEO Lead, you will have a passion for all things SEO and be motivated by the opportunity to expand the ranking capabilities of one of the world's leading responsible travel operators. This is the perfect role to develop your burgeoning career in the SEO industry.

The key responsibility of this role is to improve the SEO rankings of the Intrepid Group's multiple branded websites, both through technical and content based strategies. The role will include but not be limited to; competitor analysis, technical audits, assisting in large site migrations, on-page optimisations, detailed keyword research, link building, international SEO, reporting and monitoring of SEO trends.

### QUALIFICATIONS AND EXPERIENCE

- Tertiary qualification in business, marketing or IT
- 1+ years in a SEO role (travel industry experience a bonus)
- Knowledgeable in technical SEO elements
- Basic understanding of international SEO and/or experience with multi-lingual and/or multi-national websites
- Proficiency in Google Analytics, Search Console, Bing, Moz, GetSTAT, SEMrush or other SEO-based tools
- Understanding of SEO trends and algorithmic updates
- Experience working in-house a bonus
- Previous experience using Drupal CMS a bonus
- Experience using CMS systems and building landing pages for websites
- Experience delivering SEO improvements leading to organic traffic increases
- Intrepid Group partakes in 'white-hat' SEO techniques only – 'black-hat' practices will not be considered

### OTHER SKILLS AND ATTRIBUTES

- Understanding & alignment with Intrepid Group's core values
- Ability to work independently
- Able to take a collaborative approach in engaging with different parts of the business
- Problem solving and follow through
- Effective time-management skills including the ability to prioritize & work well under pressure
- Possess critical thinking and analytical abilities
- Strong attention to detail

OPERATIONAL ACCOUNTABILITIES OF ROLE	BENCHMARK MEASURE
<ul style="list-style-type: none"> <li>Assist Global SEO Manager in setting and implementing Intrepid Group's SEO strategy</li> </ul>	<ul style="list-style-type: none"> <li>Communicate strategy with stakeholders as required and prioritise tasks accordingly</li> </ul>
<ul style="list-style-type: none"> <li>Monitor, optimise and measure performance</li> </ul>	<ul style="list-style-type: none"> <li>Assist in reaching SEO team's goals for growth of organic traffic for each brand as detailed below:               <ul style="list-style-type: none"> <li><b>Intrepid:</b> YoY Growth of 80%</li> <li><b>Peregrine:</b> YoY Growth of 20%</li> <li><b>ATA:</b> YoY Growth of 15%</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>Identifying, managing and delivering SEO projects which drive organic traffic</li> </ul>	<ul style="list-style-type: none"> <li>Assist in analysis and subsequent recommendations for acquiring organic traffic via previously untargeted keywords</li> <li>Audit and identify opportunities for the Adventure Tours Australia brand to deliver organic traffic &amp; revenue growth</li> <li>Identify opportunities and perform regular work for the Peregrine Adventures brand to deliver organic traffic &amp; revenue growth</li> <li>Collaborate with cross-functional teams to deliver projects</li> </ul>
<ul style="list-style-type: none"> <li>Assist in establishing and implementing international SEO</li> </ul>	<ul style="list-style-type: none"> <li>Reach a ranking accuracy rate of 95% in regional search engine results</li> </ul>
<ul style="list-style-type: none"> <li>Training &amp; upskilling of copy and content team on SEO</li> </ul>	<ul style="list-style-type: none"> <li>Train existing and new content team members on relevant SEO best practices and techniques</li> </ul>