

SEO Product Strategist

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Company: Galactic Fed | Digital Marketing Agency

Location: Canada

Category: other-general

Job Type: Full-time, 40 hours per week Location: Remote Work Schedule: Working hours must overlap with EST business hours (9am - 5pm EST) for at least five hours each day. We expect team members, especially client-facing, to be available 9am - 5pm EST (New York Time). Role overview: The SEO Product Strategist must be attuned to the rapid changes in the industry and looking toward the future of how search will work. They should understand the current impact and potential of generative AI, and be constantly hungry for new knowledge. They should also be a seasoned, data-informed SEO leader with deep experience in SEO strategy, product, execution, and optimization. We are looking for this individual to lead and delegate / execute the vision of our client services by continually improving our client communication, team member hiring & training, and SEO channel strategies. To be clear: the greatest priority for this individual will be to re-envision the way that Galactic Fed does SEO for clients, and build a scalable approach we can apply for client success. This approach should be extremely cutting edge and aligned with all the latest updates on SEO, including current and upcoming AI changes, and this position will require the candidate to constantly stay on top of and integrate new trends and technologies into the Galactic Fed SEO product. KPIs: Increased client satisfaction and retention Increased SEO revenue relative to operating expenses Clear documentation of processes Ability to demonstrate bottom-of-funnel ROI for clients Efficient team structure and cohesion with other marketing verticals Responsibilities: Focus on SEO product development. Be tapped in to the team and able to coach AMs, OMs, and specialists as needed, but delegate the bulk of team oversight to the SEO Team Lead and the VP of Client Success Spearhead the ongoing development

and improvement of the department's internal processes and work product delivered to Galactic Fed clients. Act as a liaison between the Business Development and SEO departments to improve knowledge and understanding of products, services, and offerings with the intention of improving the quality of leads and prospects sold into the SEO department. Ensure that the SEO department culture and operational environment is one that is accountable, customer-centric, inclusive, intellectually honest, productive, responsive, and sensitive to the needs of all staff members.

Employee and Client Life Cycle Management: Assist the Team Lead in hiring, onboarding, training, and developmental processes of new SEO department hires. Manage natural attrition and forecasting the number of new hires needed to maintain a healthy number of clients per staff member. Ensure channel operational efficiency by monitoring clients/person worksheet and assigning 8+ clients to each staff member (on average). Ensure timely and quality completion of work product delivered from the SEO department's staff to Galactic Fed clients. Stay informed of relevant industry, SEO tools, and SEO platform trends and best practices. Identify new products, services, and revenue-generating offerings that will develop a long-term, sustainable competitive advantage for the SEO department relative to competitors in the agency marketplace.

Requirements: Required: Native English written and verbal communication is required. No exceptions. Required: 3+ years of experience as an SEO Manager or similar role. Nice to have: 3+ year of experience in a client-facing, strategic role. Required: cutting-edge knowledge of latest modern developments in SEO best practices for both onsite and offsite factors. Required: Experience with tools such as Ahrefs, Screaming Frog, MOZ, etc. Required: Experience with SEO reporting - reviewing performance and identifying next steps / strategies, drafting reports, etc. Preferred: Experience managing / coaching a team of 2+ is preferred. Preferred: Direct experience with SEO Operations (e.g., Link Building, Content Creation, SEO Technical Audit, etc.) Required: Experience with web analytics tools such as Google Analytics, Google Search Console, Google Data Studio, etc. Preferred: Familiarity with Google Workspace products such as Google Sheets, Google Docs, etc. Nice to have: Experience with growth marketing strategies is preferred. E.g., landing page building, creative / copywriting, analytics, etc. Nice to have: Knowledge of HTML, CSS, JavaScript, etc. Nice to have: Experience with SEM and related paid media channels

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