



Junior Search Engine Optimization Specialist

We're looking for someone who's ready to conquer organic search and find new ways to help our clients achieve their goals.

The ideal candidate is a highly detail-oriented problem-solver with foundational knowledge of Search Engine Optimization (SEO).

The Junior SEO Specialist position is an entry-level position with an opportunity for growth. This position is full-time, salaried, and currently hybrid (remote and in-person). Preference may be given to candidates in New England who are able to work on-site at least occasionally in our Braintree, Massachusetts office and/or attend in-person client meetings.

The Job

As part of our Technology Team, Junior SEO Specialists are responsible for monitoring performance metrics, identifying and implementing optimization opportunities, maintaining dashboards, creating monthly reports, and remaining current with algorithm updates and the latest developments in SEO.

- Implement effective SEO strategies to improve brand visibility and drive organic traffic for our clients
- Conduct keyword research, identify trends, monitor competitor gaps, and provide recommendations for optimizing performance
- Monitor and analyze SEO performance using Semrush, Google Analytics, and other tools
- Identify and recommend content opportunities for achieving performance goals
- Manage listings, monitor online client reputation, and monitor reviews across various platforms
- Collaborate with internal teams to ensure integration of SEO content and technical best practices across platforms
- Remain current with latest industry trends and algorithm updates and communicate key insights internally and with clients

Essential Functions

- Develop and maintain a strong working knowledge of digital marketing platforms



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- Monitor site-wide performance metrics for a variety of clients
- Use SEO tools and techniques to recommend opportunities for optimizing site traffic, improving user experience, and increasing conversions
- Conduct keyword research, search behavior analyses, technical audits, and content gap analyses
- Identify content creation opportunities
- Create and maintain reports and dashboards about SEO performance and optimization opportunities for internal and external use
- Remain current with the latest digital marketing trends and best practices
- Identify ROI for SEO efforts

Qualifications

- Basic understanding of current SEO principles and best practices
- Basic understanding of SEO platforms and Google products
- Strong attention to detail, knowledge of business math, and proven ability to learn what is needed
- Ability to think strategically, work independently, and manage multiple priorities and tight deadlines
- Ability to communicate effectively in English, both orally and in writing
- Bachelor's degree or military service preferred, particularly in marketing, information technology, communications, advertising, or other related field

The Company

5 Horizons is a digital-first, full-service marketing agency that focuses on user experience for every interaction along the buyer journey. We're always looking for new ways to help our partners grow. Our clients span a broad range of markets including hospitality, higher education, senior living, civic institutions, and not-for-profit agencies.

Why Work For Us?

- Remote-friendly work environment
- Innovative, cross-discipline teams
- Opportunity to build your knowledge and skills
- Advance your career in digital marketing



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Benefits

- Flexible "Take Your Time" PTO policy
- Generous holiday leave
- Medical and dental insurance
- 401K with match
- Annual professional development budget

Location

Our office is at 350 Granite Street, Suite 1202, Braintree, Massachusetts.

Interested? Email a letter of interest and resume to careers@5horizons.agency.