



Lead Search Engine Optimization Specialist

We're looking for someone who's up for a challenge and is always looking for ways to improve organic performance. The added levels of difficulty? Maximizing organic traffic for a client with multiple locations competing for audience share. Driving interest for higher education clients in an increasingly competitive market. Capturing online traffic in an era of exploding AI content.

The ideal candidate is a seasoned SEO specialist with a curiosity for analyzing performance data, digging into keyword opportunities, exploring new strategies, and working diligently to achieve client goals.

This is a senior position with an opportunity to participate in building our SEO department and supervising someone in a junior role.

The Lead SEO Specialist 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, Lead 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.

- Manage SEO projects, including work production, report generation, and oversight of work by other team members
- Track and report on ROI
- Lead client meetings related to SEO projects and performance
- Develop and 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



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- 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
- Create content briefs for SEO content that includes optimal keywords and an outline of the content headings and copy

Essential Functions

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

- 4 years of proven, hands-on SEO experience, including building strategic SEO roadmaps
- In-depth knowledge of current SEO principles, methods, technologies, analysis techniques, and best practices
- Proven experience working with search engine products (e.g., GBP, Google Analytics 4, Google Tag Manager, Google Search Console, Bing Webmaster Tools)
- Proven experience working with performance monitoring platforms (e.g., Semrush, Moz, BrightEdge, Siteimprove) and with other SEO tools (e.g., Screaming Frog, Rank Tracker, Brightlocal)
- Strong analytical and project management skills, attention to detail, and knowledge of business math



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- Ability to learn new platforms and develop expertise in identifying successful implementation strategies
- 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

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.