

Joboffer dated from 12/02/2016

## SEO/Content Manager (m/f)

Field:	Marketing / PR
Type of employment:	Full-time
Entry date:	immediately
Zip Code / Place:	20354 Hamburg
Country:	Germany

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### Company data

Company:	<b>Bigpoint GmbH</b>
Street adress:	Sachsenstraße 20
Zip Code / Place:	20097 Hamburg



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### Contact Person

Name:	Avantika Thakur
Position:	Junior Recruiter
Street adress:	Sachsenstraße 20
Zip Code / Place:	20097 Hamburg

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### Job description

*As the SEO/Content Manager you are responsible for the optimization of our international game and portal pages. You create highly engaging and share-worthy content that meet both search engines rulesets and the needs and expectations of our future and current players. You will work hand in hand with marketing, creative and communication teams to implement search engine optimization and content campaigns.*

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### Responsibilities:

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Analysation and Identification of organic search opportunities□

- Increase the organic visibility of traffic and conversions for the SEO channel
- On-page and off-page optimization of websites
- Creation, implementation, and optimization of existing and new SEO strategies including content marketing campaigns
- Linkbuilding and keyword research□
- Analysis, documentation and reporting of search engine relevant KPI 's to the Lead

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## **Requirements:**

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- 2+ years of relevant working experience, games industry experience is preferred
- Profound SEO and digital marketing background, ideally with ASO experience
- Experience in content creation
- Good knowledge of website analytics tools and SEO techniques□
- Up-to-date knowledge of past and latest innovative content and SEO trends
- Strong analytical skills and data-driven mindset combined with an independent work style and hands-on mentality
- Outstanding communication and presentation skills□
- Self-motivation and a great team-player attitude
- Fluent in English, German skills are a plus
- Passion for gaming

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