

Smashing Cleaning Services LLC

Job Description

SEO Specialist / IT Support

Name	
Reports To	IT Manager

Objective

To be able to maintain the company's online / offline presence with the use of website development tools, SEO Tools and access and presence to various Social Media networks, Search Engines and online Listings and be able to lead the marketing efforts and to provide IT Support as needed by the IT Manager in-line with the company's strategic plan.

KPI's and Weighting

1	IT Support <ul style="list-style-type: none">• Provide IT Support to the IT Manager with respect to software (Visual Basic, SQL, HTML, JavaScript, etc..) and hardware, firmware and network related problems.• Basic installation and software debugging for all software used by the company (PeachTree, MS Office applications, etc...) Website development <ul style="list-style-type: none">• Design and development of website that is SEO ready and create a plan to be searchable and on top of the search engine providers.	35%
2	Online Marketing <ul style="list-style-type: none">• Search Engine Optimization (Google, Yahoo, Bing and other search engine providers) for both On-page and Off-page optimization.• Social Media Optimization (i.e Facebook, Twitter, YouTube, LinkedIn, etc...)• Blog creation related to the company's business services• Administer and create group forums related to the company's business• Conduct Online and Offline Surveys• Design, manage Company Logo, Corporate Brands• Creates Press Release, TV Ads.• Create Video Marketing	35%
3	Offline Marketing <ul style="list-style-type: none">• Weekly / Monthly Newsletter• Customer Satisfaction Survey• Design and distribution of marketing materials such as Flyers, Banners, Brochures etc...• Customer Database maintenance, business cards, etc...	20%
4	Other duties that may be assigned from time to time	10%

Required Skills	Software Development: Visual Basic, Microsoft Visual Studio, SQL, Web Development: HTML, PHP, JavaScript, and experience in web hosting, web development.
Basic Skills	<p>Experienced in different Online Marketing Research Tools and Techniques such as Audience and Product Research, Brand Analysis, Database Research, Customer Satisfaction Research, Blogging, Social Media Optimization.</p> <ul style="list-style-type: none"> • Very good in written English and communication skills. • High analytical skills. • Able to develop and communicate work instructions, method statements and procedures. • Must be a blogger and active on Social Media sites such as facebook, twitter, and LinkedIn, Google Plus, Groups and other Social Media sites. • Must be able to lead, work well within a Team and require minimal Supervision. • Must be assertive and work on own initiative. • Experienced in creating Newsletters, Flyers, Brochures, Leaflets, Banners, etc... • Proficient in MS Office (Excel, Word, PowerPoint, Publisher) and other Marketing Software • Proficient in Adobe Photoshop and Illustrator • Must be able to communicate continually the job at hand. • Must be patient and have a Creative Mind. • Experienced web designing, editing, etc... • Experienced in (SEO) Search Engine Optimization • Experience in Google analytics, Google webmaster and other SEO related tools • Good marketing background / experience • Must be able to support the IT Manager on tasks related to software, hardware, firmware, LAN / WAN networking and PABX.