



Title: Digital Marketing Assistant - Local SEO

Department: Digital

Reports to: Katie Myers, Digital Marketing Manager

Job Summary:

The Digital Marketing Assistant - Local SEO maintains and advances the Local SEO services for our clients. This role will optimize and update the client's local listings on Google My Business, Apple Maps, Yelp, and more. Further, this candidate will focus heavily on parts and service updates, reporting, and staying current on Local SEO best practices.

Overview:

- Manages and optimizes local listings for our local SEO clients, including Google My Business, Apple Maps, Yelp, and more
- Troubleshoots and problem-solves technical issues involving listings
- Develops Parts and Service Google My Business listings and content, including monthly posts, product listings, photos, and Q&A management
- Proposes strategies for new and current clients to meet their goals and objectives
- Responsible for client reporting and internal agency reporting on service
- Communicates and collaborates with SEO, Social, Account Team, and management on goals, service development, timelines, and results
- Stays current on digital and local SEO trends and best practices
- Serves as the main contact for local SEO services for the agency
- All other duties as assigned by Manager

Preferred Qualifications

- College degree in Business, Marketing, or related field
- Strong attention to detail and problem-solving skills
- Proficiency in Microsoft Office Suite and Google Workspace, most importantly in: *Excel, PowerPoint, Google Sheets, and Google Data Studio*
- Ability to work within a team and independently