

**WORLD'S BEST
EMPLOYERS****Forbes
2021**

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SEO Specialist

Lincoln Electric is the world leader in the engineering, design, and manufacturing of advanced arc welding solutions, automated joining, assembly and cutting systems, plasma and oxy-fuel cutting equipment, and has a leading global position in brazing and soldering alloys. Lincoln is recognized as the Welding Expert™ for its leading material science, software development, automation engineering, and application expertise, which advance customers' fabrication capabilities to help them build a better world. Headquartered in Cleveland, Ohio, Lincoln has 56 manufacturing locations in 19 countries and a worldwide network of distributors and sales offices serving customers in over 160 countries.

WE OFFER

Responsible for the management, maintenance and delivery of all facets of SEO across our websites and applications, in support of producing high quality digital marketing solutions while ensuring strategy and tactics are aligned, you will:

- create and manage process of onsite and offsite optimization for our websites.
- work with various internal and external stakeholders to build, integrate and deploy SEO functions and process
- establish and implement product data standards, guidelines, and best to optimize onsite keyword search accuracy
- optimize onsite content for external and internal search engines and manage search engine tools and services to ensure consistent search engine growth and visibility
- ensure value propositions and unique selling points are optimized for top search engine rankings
- develop search measurement plans and dashboards; monitor and report on search engine and onsite search metrics and KPIs

YOU HAVE

- Bachelor's Degree in Marketing, Business Management, Library Science, Information Management or related field
- 5 years' experience of digital marketing and SEO
- ability to develop well-written, well-researched copy for search-related online marketing activities.
- tech savvy, demonstrating interest to develop, and scale solutions using both human and technology resources.
- Worked in various tools and platforms such as CMS systems (WordPress, Sitecore, etc.), Google Analytics, Project Management tools, basic HTML, Adobe Creative Cloud,...
- ability to work independently and within a team
- organizational and time management skills
- ability to thrive in a fast-paced work environment
- proficient knowledge in use of Microsoft Office
- fluent English level

Interested? Send your CV and application to:
asurmacz@lincolnelectric.eu (Poland)
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