

SEO Specialist

Purpose:

Reporting into the Head of 3rd Party, the SEO Specialist will have a solid understanding of SEO and is now looking to step up and compete in one of the most difficult verticals in the world.

Working closely with the SEO Manager, the role is to help deliver the overall SEO acquisition targets for a specific territory. The ideal candidate has experience of delivering SEO for a large brand or business similar to Betway.

Duties include, but not limited to:

- Managing country/state-specific SEO budget
- Managing country/state-specific content and link building agencies
- Running SEO content calendar & campaigns
- Integration with country-specific content and sponsorship assets
- Responsible for country-specific reporting
- Responsible for country-specific blog

This job description is not intended to be an exhaustive list of responsibilities. The job holder may be required to complete any other reasonable duties in order to achieve business objectives.

Essential Criteria:

- Relevant tertiary qualification in Marketing and or any other closely related fields and or equivalent experience
- Proven experience of SEO content marketing
- Proven experience of Technical SEO (meta tags, sitemaps, redirects, geo-targeting, domain vs sub-domain differences, schema.org, hreflang tags, etc.)
- Proven hands-on SEO experience, covering content, on-site, outreach and technical SEO in competitive sectors
- Basic web development experience (HTML, CSS, JavaScript, CMS)
- Familiarity with the following tools: Google Analytics, Google Search Console, Search Metrics, SEMRush, Ahrefs, Majestic & etc. etc.

Knowledge, Skills & Abilities:

- Understanding of the sports landscape in the US
- Numerate and interested in working with different datasets to drive actionable results
- Experience in working at a large SEO environment covering multiple territories and large keyword sets
- Competitive verticals experience (iGaming, Finance, Health & Pharmaceutical)
- Demonstrable consistent logic, rationality, and objectivity in decision making
- Demonstrable track record of executing multi-region advanced outreach strategies (link-bait, content marketing, digital PR) leading to noticeable improvement in organic rankings



DIGITAL GAMING CORPORATION

info@digitalgamingcorp.com
www.digitalgamingcorp.com/betway

Suite 370,
3753 Howard Hughes Parkway,
Las Vegas, Nevada, 89169

- Understanding of CMSs and front-end technologies and how these impact SEO
- Knowledge of sports betting and casino games
- Understanding regarding regulations of gambling in the US

Physical Demands:

While performing the duties of this job, the employee is:

- Regularly required to talk or hear.
- Required to sit for long periods and reach with hands and arms.
- Occasionally required to stand; walk.
- Occasionally required lifting up to 25 pounds.

How to Apply:

All applications need to be submitted via email to Melinda.Tarbock@digitalgamingcorp.com

Please ensure you have attached an updated copy of your CV and a motivation letter supporting your application.

- *Note this role is based in New York, USA.*