

# SEO Senior Specialist

## Marketing Department

**Summary:** Develop, implement, and measure the Firm's search engine optimization (SEO) program, including keyword research, content ideation, link acquisition, search campaigns, and monitoring of technical SEO issues. Collaborate with Marketing, Business Development, and other teams across the Firm to support Firm's content marketing plans.

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### Qualifications:

- Three to five years of relevant SEO experience, with knowledge of content marketing and an understanding of technical SEO. Legal or professional services experience is a strong plus.
- Demonstrated track record of developing SEO programs that drive measurable audience growth and user engagement, and contribute to wider marketing strategies and initiatives.
- Ability to analyze and act on data, and a knack for testing, experimentation, and optimization.
- Comfort using Google Search Console, Google Analytics, Ahrefs, SEMrush, Screaming Frog, and other industry-leading SEO tools.
- Strong mix of technical, analytical, and interpersonal skills.
- Able to toggle between strategic and tactical modes of operating.
- Working knowledge of HTML/CSS/JavaScript/Ajax and other web programming languages a plus.

### Duties and Responsibilities:

- Maximize organic traffic growth on the Firm's websites and blogs using SEO methods, ensuring that SEO techniques and strategies are well implemented and consistent across sites.
- Define and write detailed SEO requirements for the Firm's web content (e.g., bio pages, practice pages, articles, blog posts, landing pages) that maximize ROI and increase rankings of search result listings.
- Optimize site architecture, URL structures, and content for maximized indexing and keyword relevance.
- Provide SEO analysis and recommendations for content development in coordination with SEO performance goals.
- Regularly report on key metrics and project status, to stakeholders across the Firm. Consult and problem solve individual issues when needs arise.
- Evangelize SEO throughout the Firm; educating lawyers and the Marketing and Business Development teams on both technical and content best practices, utilizing the latest trends in SEO techniques.
- Keep pace with SEO, search engine, social media, and internet marketing industry trends and developments.

**Status:** Exempt

**Reports To:** Senior Manager of Digital Marketing Experience

## **Qualifications (continued):**

- You must be fully vaccinated against COVID-19 by your hire date to be eligible for starting in the role. Proof of vaccination will be required. Covington will provide reasonable accommodation(s) based on medical or religious grounds for qualified candidates.

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