

*IC-Agency is a leading company in the field of luxury digital marketing. We offer top line services for the analysis, promotion and protection of brands online. We are also the publishers of the luxury watch market study WorldWatchReport. You will find among our clients many luxury and premium brands. Based in Switzerland and Canada, our company is in full expansion, and has been recognized for its excellence in management with the Strategis HEC Lausanne prize.*

*For our Geneva office, we are searching for a:*

### **SEO Project Manager**

#### **Job Description:**

In direct contact with a clientele consisting of large international companies operating in the fields of luxury and e-commerce, you will be the main point of contact for our clients.

You will be assigned to our *Client Services* department, and will actively participate in the delivery of international and multilingual Search Engine Optimization mandates for our clients. Ready to fully invest yourself in the agency's projects, you will join a professional, scrupulous team at the forefront of the Internet.

You possess strong analytical skills and sound knowledge of online marketing. While discovering the latest opportunities, you will work with your team to propose pertinent solutions that you will participate in selling.

#### **Missions:**

In close collaboration with an Account Director and a team of e-Marketing Specialists, you will be:

- Responsible for the definition, control, follow-up and delivery of the agency's SEO mandates
- Responsible for projects relating to their financial and logistical operations (profitability)
- Coordinating and coaching project resources
- Accountable for efficient communications with the project stakeholders
- Accountable for client satisfaction
- In charge of creating and delivering client reports and presentations.

As head of the SEO skills center, you will:

- Guarantee and maintain quality, pertinence and competitiveness of processes and methodologies of the agency's ethical SEO practices.
- Assert yourself as the main interlocutor – internally as well as with our clients – regarding all questions related to strategies and techniques regarding SEO.
- Support the sales and marketing team in promoting SEO offers as well as elaborating the fee structure.

**Profile / Skills:**

- Experience (4 years minimum) in managing international and multilingual SEO mandates
- Sound technical web knowledge (HTTP, HTML, Search engine algorithms, etc.) and the capacity to popularize them.
- Solid experience in project management (PMP certification, or equivalent, is a plus)
- Sound knowledge in search engine marketing / Web analytics
- Higher education
- Excellent level of English (will be tested) and French
- Performing : Action and results oriented
- Quantitative culture and capacity to produce insights
- Quick and precise execution
- Good communications, both oral and written

**You'll be a step further if you:**

- Have experience in a similar job position
- Have strong knowledge of the luxury industry
- Are fluent in German
- Have Internet experience from a client's perspective

**We offer:**

- A key position in a top company that's in full expansion (> 30% annual growth).
- A company recently recognized for its excellence in Management.
- A salary composed of a fix and variable part – based on your results.
- The possibility to develop and learn within a team of e-marketing specialists.
- A qualitative work environment within a young, pragmatic team.
- An international portfolio of reputable brands.

**Salary:**

- Fixed + variable - based on your results.
- Dependent on profile and experience.

**To apply:**

Does this job interest you? Don't hesitate to send us your motivation letter and your résumé accompanied with a photo to [you@ic-agency.com](mailto:you@ic-agency.com), indicating reference #ESEO09. Please indicate your past salary and salary expectations **until December 30<sup>th</sup>, 2009**.

Only applications that correspond to the requested profile will receive a response.