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## **Web Content & SEO Specialist**

### Job Description and Responsibilities

#### **Job Description**

The Web Content & SEO Specialist is responsible for writing, updating, and maintaining content across client websites with a focus on search visibility, usability, and performance. This role creates SEO-aware content using modern tools, including AI, and ensures it is properly structured, entered, and maintained within CMS platforms. Working closely with design, development, marketing, and account teams, the Specialist supports ongoing site performance by handling content updates, support requests, and optimizations while operating within established strategies set by the Director of Web Content & Strategy.

#### **Responsibilities**

- Develop high-quality content based on real-world research and using modern tools
- Create content with a clear focus on SEO performance and end-user needs
- Structure content so it can be effectively discovered by search engines and LLMs
- Enter and maintain content within CMS platforms, including WordPress and proprietary systems
- Generate and manage supporting page information, such as metadata and on-page SEO elements
- Maintain and refresh existing website content based on performance data or strategy updates
- Read and update SEO performance dashboards and apply approved changes
- Handle support tickets related to content updates and changes on client websites
- Ensure content is entered accurately and follows established formatting and CMS standards
- Work with design and development teams to create content within design and technical constraints
- Support client CMS training and respond to basic content-related questions within defined guidelines
- Communicate content needs, limitations, or opportunities to the Director of Web Content & Strategy
- Escalate content-related platform limitations that may require CMS enhancements
- Report directly to the Director of Web Content & Strategy



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## Ideal Skills and Traits

The ideal candidate for this role is dependable, self-directed, and eager to learn. This position involves working in systems, tools, and workflows that will be unfamiliar at first. Success in this role depends less on prior experience and more on the ability to take direction, manage work independently, and grow into new responsibilities over time. Importantly, as an agency, we are always learning about new businesses. An ideal candidate will research our clients, their services, and the industry as a whole and be totally dependent on AI.

This role requires learning new tools and systems from the ground up. Candidates who are comfortable navigating new environments, asking questions, and learning through hands-on experience will do well here. The position includes a multi-week crash course in the tools, processes, and systems our team uses, followed by continued learning through real project work.

## Requirements

- Solid grasp of the English language
- Copywriting experience
  - Ability to write clear, structured content for web pages
  - Experience adapting tone and structure based on audience intent
  - Experience entering content in any structured system (Google Sheets, Wiki, WordPress, etc.)
  - Ability to break content down into modular sections to meet design and CMS restraints
- Experience with project management software
- Experience with G-Suite (Google Workspace)
- Experience with Webmaster Tools (Looker Studio, etc.)
- SEO research tools
- Entry-level experience with basic web markup (HTML)
- Experience using a CMS (WordPress, etc.)
- Experience and willingness to use AI/LLMs (Chat GPT, Grok, etc.)
- Demonstrates the ability to analyze and think critically
- Ability to collaborate with cross-departmental teams
- Ability to take feedback and improve skills, processes, etc.
- Customer service experience and interfacing with clients and customers is a plus



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Candidates interested in applying should submit their resume at:

<https://hatfieldmedia.com/careers>

#### Important Details

- This entry-level position is full-time in-person at our Louisville offices.
- Selected candidates will receive one in-person interview at our office.

Benefits include:

- 401(k)
- 401(k) matching
- Dental insurance
- Health insurance
- Vision insurance
- Health savings account
- Life insurance
- Paid time off