



Title: Digital Marketing Assistant

Department: Digital

Reports to: Digital Marketing Manager

### **Job Summary:**

Assist the Search Engine Optimization team by performing monthly onsite audits of Dealership websites and coordinating appropriate updates.

### **Overview**

- Work directly with the Senior SEO Coordinators on maintaining dealership websites according to Digital, Brand, and Compliance standards
- Monitor alerts in various SEO tools (MOZ, Webmaster Tools, SEMRush) to evaluate websites and update accordingly
- Handle Compliance issues delivered by Account Team
- Receive and track general website support requests; submit support tickets when needed
- General editing on website platforms
- Webpage creation coding in HTML
- Research local listings, sponsorships, directories for needed updates
- All other duties as assigned by Manager

### **Qualifications:**

- College degree in Marketing or related field
- Proficiency in MS Excel, PowerPoint, and Word
- HTML experience a plus
- Familiarity with Google Analytics, WordPress, Website Platforms and Search Engine Optimization Tools a plus

To apply, send your resume and cover letter to [humanresources@strongautomotive.com](mailto:humanresources@strongautomotive.com)