

# **White Coat Investor – SEO Specialist**

**Job Title:** *Content/SEO Specialist*

**Reports To:** *Content/SEO Director*

## **Overview**

The White Coat Investor, LLC, founded in 2011, is a privately held, family-owned, small but rapidly growing multi-media company. Its mission is to increase financial literacy and discipline among high-income professionals, particularly doctors, while connecting them with best-in-class providers of financial services. It is widely respected and the dominant company within its market, serving hundreds of thousands every month.

The SEO Specialist position is a new, part-time, position within the company tasked with implementing our SEO strategy across all blog, podcast, and video content.

## **Working conditions**

The Content/SEO Specialist will primarily work from their own home and can set their own hours. They will be hired as a contractor (paid through 1099 reporting).

## **Duties and Responsibilities**

The Content/SEO Specialist will advance SEO with the goal of increasing organic web traffic volume and improving website engagement as they:

- Identify keyword terms that will drive the most traffic to content
- Develop and implement link building strategies
- Write headlines, titles, and update content as needed to contribute to optimization efforts
- Monitor and evaluate search results and search performance across the major search channels in order to improve rankings and continuous optimization
- Analyze keywords and SEO techniques used by competitors
- Continually learn and evolve with the ever-changing behaviors of search engines

## Qualifications

**The ideal candidate will be a highly-motivated, self-starter possessing:**

- Impeccable integrity
- Editing or writing experience
- Outstanding ability to think creatively, strategically, and identify and resolve problems
- Skills required to multitask and manage multiple items at once
- Detail-oriented and efficient work habits
- Experience with Microsoft Office and WordPress, with the ability to learn new technology
- General knowledge of Search Engine Optimization (SEO) techniques and practices
- Attitude that involves a willingness to complete whatever tasks are necessary to increase the success of the company and its goals
- Ability to work effectively in a virtual manner with little supervision
- Superb ability to communicate effectively, both verbally and in writing

**Other desirable characteristics include:**

- Knowledge of the White Coat Investor and its mission and content
- Knowledge of the basics of personal finance and investing as applied to high-income professionals

## Pay

Commensurate with experience

## How to Apply

Send resume and cover letter to [jobs@whitecoatinvestor.com](mailto:jobs@whitecoatinvestor.com). Interviews to commence in Feb 2021.