

The European People's Party (EPP) is currently recruiting a
Online advertisement & search optimisation officer (m/f)

The European People's Party (EPP) offers at its headquarters in Brussels a contract of 10 months starting as from September onward. You will be affiliated with the Communication and Marketing Department of the EPP, and work for the Digital Campaign Manager and the Data Manager for the next European elections.

The EPP will work with its member parties and associations during the campaign to elect members of the European Parliament, to cement the EPP as the largest group in the EP and to elect the next President of the European Commission.

Tasks:

- Develop and execute successful SEO strategies
- Placement of targeted ads on different platforms (Google, YouTube etc)
- Conduct keyword research to guide content teams
- Review technical SEO issues and recommend fixes
- Optimize website content, landing pages and paid search copy
- Direct off-page optimisation projects (e.g. link-building)
- Collect data and report on traffic, rankings and other SEO aspects
- Work with social media, creative and copywriter teams to optimise campaigns
- Keep abreast of SEO and integrated marketing trends
- Build relationships with platforms' reps
- Be willing to engage with social media campaigns

Requirements:

- Proven experience on SEO
- Knowledge of standard and current SEO practices
- Knowledge of HTML/CSS
- Experience with SEO reporting
- Familiarity with relevant tools (e.g. Conductor, Screaming Frog, MOZ) and web analytics tools (e.g. Google Analytics, WebTrends)
- Excellent communication skills
- Analytical mindset with numerical aptitude
- Familiarity with social media channels, especially with FB, TW & Instagram

Experience: Mid-level

Remuneration: Based on experience

How to apply

Send your English CV to gh@epp.eu by **15 August**. Please note that only the shortlisted candidates will be contacted.

The European People's Party (EPP) is the largest political party at European level, with 77 member parties from 41 countries and the largest Group in the European Parliament. A staff of 25 people from all over Europe works in the EPP headquarters in Brussels, creating a truly European work environment.