



White Globe

White Globe is Asia's leading Language Service Provider (LSP) offering Translation & Localisation services in more than 350 Foreign and Indian Languages. These services are mainly used by MNC Companies who do business in multiple languages or Indian Multinationals with Global presence. In a short span of Five years White Globe is already servicing more than **1500 clients** across the globe including **more than 50 Fortune 500 Companies**. White Globe is amongst the few LSP's in world with all relevant ISO Certifications (quintuple ISO Certifications).

Right from its inception, White Globe has won several Industry leading accolades like *"The Company of the Year 2019"*, *Best in Translation and Localisation-India, 2020, Corporate Excellence Award, UK. "The Most Admired Language Service Provider in India, CEO of the Year 2019 etc. White Globe has been featured in Slator's Language Service Provider Index (LSPI) in two successive years in 2019, 2020 (a first for any Indian Company)*

White Globe has a business presence across 15 offices located in 11 Countries. White Globe services are backed by advanced technology and an innovative knowledge centre. The services are delivered maintaining very high level of Quality by a team of highly competent project managers and delivery professionals. White Globe is an equal opportunity employer and offers a dynamic work environment to encourage innovative thinking and honing one's leadership skills. White Globe offers a competitive compensation structured on a 50:50 model (Fixed Compensation: Monthly Sales Incentive based on Revenue generated).

At White Globe, our sales team is the engine that drives our global consumer reach in Translation and Localisation services. We are seeking a qualified sales manager to help keep our revenue engine running through their own skill. Our ideal sales manager has in-depth knowledge of and experience with the sales process, excelling at lead generation, relationship building, and closing deals. We're seeking a quick learner with strong negotiating skills, and someone with a track record of success who can inspire the same in others. The role demands a leader with a sharp mind and the ability to identify, prospect, convince and generate qualified leads and convert them into sales.

Please visit: www.whiteglobe.co.in Available in Eleven Languages

POSITION DESCRIPTION SUMMARY

Function: **Sales, Marketing & Customer Service**

Location : Mumbai

Position Title: SEO Specialist / Manager

Reporting To: Head of Marketing

I) Position Summary

Key Objective / Purpose of the Job:

- Develop optimization strategies that increase the company's search engine results rankings
- Research SEO keywords to use throughout the company's website and marketing materials
- Set measurable goals that demonstrate improvement in marketing efforts
- Monitor daily performance metrics to understand SEO strategy performance
- Efficiently communicate with other marketing professionals to align goals



- Collaborate with others within the marketing department to manage SEO strategy
- Write compelling and high-quality website content, including blog posts and page descriptions
- Update content and website links for maximum optimization and search engine rankings

b) Major Activities

- Good understanding of website analytics tools such as Google Analytics, Ahref, Mouse Flow, etc.
- Implementing and administering search engine programs (XML sitemaps, shopping feeds, webmaster tools)
- Strong analytical skills and data-driven thinking.
- Up-to-date with the latest trends and best practices in digital marketing and measurement.
- Strong ownership of end-to-end projects from production schedules, budgets, stakeholders. Coordination, reporting, and agency management.
- A strong self-starter who is willing to make their mark in a fast-paced, entrepreneurial organization.
- providing keyword insights and SEO advice for other teams within the organisation
- staying up to date with new SEO, social media and digital marketing industry trends, tools and practices, which are constantly changing
- performing competitor analysis to identify content gaps and areas for improvement in website design
- Optimizing pages for desktop, tablet, and mobile use.
- Developing link-building strategies.
- Managing paid search campaigns.

II) Person Specification:

<p>a) <u>Essential Qualifications:</u></p>	<ul style="list-style-type: none"> • Strong expertise in SEO, digital advertising, and social media marketing. • Strong experience in running and optimizing multi-channel campaigns. • Demonstrable track record of meeting lead generation/MQL targets. • Experience in developing and optimizing websites and landing pages. • Experience with A/B and multivariate experiments
<p>b) <u>Work Experience</u></p>	<ul style="list-style-type: none"> • 6-10 years of experience in digital marketing in global B2B companies.
<p><u>Compensation:</u></p>	