



Head of SEO (m/f) – Online Marketing

wirkaufendeinauto.de is the biggest company for buying used cars in Germany with over 100 branches in Germany



Ambition for innovation and change



Focus on service, quality and reliability



Passion for the automotive sector



More than 800.000 visitors per month

What we offer you:

- You lead and manage the strategic development of our SEO team for one of the biggest international automotive platforms
- You are responsible for planning and controlling the SEO budget
- You define and monitor SEO relevant KPI's according to our business plan
- You directly report to our CMO
- You are in charge of the conception, implementation and improvement of our SEO strategies
- Besides all Google Products you have access to common SEO tools like Sistrix, Searchmetrics, Majestics & LinkResearchTools
- You collaborate directly with the Design and IT department

Your personal skills to succeed:

- You have an University degree in business administration, marketing, media- or communication science and several years relevant professional experience in SEO
- You bring strong analytical skills as well as a creative mindset
- You convince us with your extensive SEO and organic marketing knowledge
- Your excellent communication skills and your structured way of working empowers your team and ensures its growth within the company
- You are an innovation driver and participate in the company's success
- You are experienced with Google Analytics, Search Console, Sistrix or Searchmetrics
- Very good English skills, as this is our business language

Are you ready to take your career to the next level?

Then please send us your CV to:

✉ jobs@wkda.de @ www.wirkaufendeinauto.de/jobs/

Your contact:

👤 Katharina Fuhr

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Career Booster



Marketing Excellence



Pension scheme



International Team



Discount on BVG Ticket



More benefits