



We're hiring!

## SEO & Digital Content Strategist

Montreal, QC

### Who you are...

Reporting to the Digital Product & eCommerce Manager, the SEO & Content Strategist ensures content is aligned with search demand, user intent, business priorities, and brand voice while driving measurable improvements in organic visibility, engagement, and conversions.

### What you'll do...

- Develop and execute SEO strategy to drive sustainable organic growth
- Conduct keyword research, competitive analysis, and content gap assessments
- Create SEO-informed content briefs and collaborate on high-quality content production
- Optimize pages for search intent, UX, and conversion
- Manage our editorial calendar and ensure alignment across teams
- Track performance and provide insights using GA4, Search Console, and SEO tools
- Run technical SEO checks and partner with developers to implement improvements
- Stay up to date on SEO best practices and algorithm updates

### We're looking for...

- Bachelor's degree in Marketing, Communications, Digital Media, Business, or a related field, or equivalent practical experience
- Specialized coursework or certifications in SEO, content marketing, or digital marketing are a strong plus
- 5 years of experience in SEO, content strategy, or digital marketing
- Demonstrated success growing organic traffic and rankings
- Strong understanding of keyword research, on-page SEO, and SERP analysis
- Experience with tools like Ahrefs/Semrush, Screaming Frog, GA4, and GSC

### What we offer...

We offer a wide range of benefits, from bonus programs, to retirement planning & assistance contributions, as well as hybrid work model.

For a comprehensive overview of our benefits, please check out our careers page.

### What we pay...

\$71,000 CAD - \$88,000 CAD



[careercanada@schluter.com](mailto:careercanada@schluter.com)