



## SEO/SEM SPECIALIST

Interplay Learning provides a unique opportunity to work at the intersection of education technology, Virtual Reality, and enterprise software-- three dynamic sectors in technology. We are driven to use our leading Virtual Reality training technology to help the next generation of professionals and students build real skills for real jobs. We sell a cutting-edge product into "old-school" markets like HVAC, electrical, manufacturing, engine repair and the facility maintenance industry. High tech meets blue collar.

Interplay Learning is an 8-year-old software company with a fun culture and committed team. In March, we closed a Series A funding from top tier venture firms. This means we can present a rare combo: the stability of an 8-year-old company with the upside and excitement of a start-up. We seek a professional in the Austin, TX area for this hire. Big things are happening here and we're looking for more A-players to join our team. If you are interested in pursuing this opportunity, please apply by sending your resume to [careers@interplaylearning.com](mailto:careers@interplaylearning.com).

### WHY INTERPLAY LEARNING?

- We are uniquely positioned to make an incredible impact on the skilled trades industry. The skilled trades world is facing a critical skills gap leaving many businesses without the right talent to grow their business. Did you know that [60% of current skilled trades workers](#) will retire in the next 10 years? Our training allows businesses to fill open positions more quickly and more affordably.
- Interplay Learning was [named to the latest Inc. 5000 list](#), which ranks the top fastest-growing private companies in the United States. We've recorded more than 120% growth in a three year period to earn the spot.
- We were recognized by the [Bill & Melinda Gates Foundation for our contribution to accelerating education innovation](#). The \$100,000 prize was awarded for the exceptional work done by our developers on our proprietary Skillmill engine.
- We have secured partnerships with several of the largest OEM's in the world (equipment manufacturers) to develop custom solution training.
- [Virtual Reality is the next "Smartphone,"](#) we believe that VR is poised to soon break through to the masses.

## THE ROLE

The SEO/SEM specialist is a critical player within our marketing team. This person will be responsible for driving highly qualified traffic for both B2C and B2B markets. Your creative and strategic PPC execution will be essential to our growth strategy. You will be the voice within the team on best SEO practices and implementation across PPC, landing pages, website pages, social media and all content development.

## KEY SKILLS REQUIRED

- 5+ years of SEO/SEM experience
- Must have in-depth knowledge of keyword research, PPC, and the behaviors of search engines.
- Working knowledge of Hubspot and how it influences SEO, understanding of Hubspot topic clusters
- Proven success in link building and viral strategies
- The ability to deploy an effective local and long-tail search strategy
- A deep understanding of mobile strategy and how it relates to SEO
- Experience in building inbound organic search traffic and improving SERPs
- You must have a firm understanding of the buyer cycles for both B2C and B2B. BONUS: If you have SaaS experience.
- Excellent communicator with the ability to lead strategic SEO/SEM strategy
- Ability to create strategic backlinking plan
- Exceptional organization and project management skills. Ability to manage projects and deadlines using Asana project management tool.
- BONUS: If you are familiar with Web Apps, UX, IA, CRO, SEM, Content Strategy and Social Media.

## WHAT DOES SUCCESS LOOK LIKE? Let's look at 1 year from now...

- You have carved a niche on the team as a true PPC expert. You've worked with the team (designer and digital media specialist) in creating high converting PPC ads, re-targeting, landing pages and social media posts that have directly impacted our revenue goals significantly.
- You have proven to be a team player by consistently guiding your marketing peers on best SEO/SEM practices for all digital assets.
- Your ability to analyze digital data and make strategic decisions has been recognized by the top level of leadership. You've repeatedly been able to use the data to drive critical strategic initiatives.



- You have proven to be a highly respected communicator by always speaking up when necessary to help create a cohesive SEO/SEM strategy across all digital media platforms.
- You have truly honed your presentation skills as you've been able to share your reports and forward-thinking ideas with the team.
- You've demonstrated that you never settle for less. You live by the motto "always be testing" and you've proven that you are always one step ahead.
- You've strategically built a back-linking strategy that has allowed our website pages to increase visibility 10x in SERPs.

### **READY TO APPLY?**

- Submit resume detailing your experience
- Submit a cover letter explaining why you would be a great fit
- Send to: [careers@interplaylearning.com](mailto:careers@interplaylearning.com)