



POSITION

Director, Search Engine Optimization (SEO)



ROLE

Responsible for planning, implementing and managing the firm's overall SEO strategy, as well as onsite and offsite optimization projects.



SALARY RANGE*

Negotiable



LOCATION

Edwardsville, Illinois or Paducah, Kentucky



PROCESS

To apply, please send a cover letter and résumé to careers@flintcooper.com.

*Commensurate with qualifications.

FIRM

Flint Cooper is a preeminent litigation firm managing a diverse portfolio of multibillion-dollar cases. Coled by founding partners Ethan Flint and Jeff Cooper, both world-renowned for their accomplishments litigating asbestos-related cases and Fifth Amendment federal takings cases, Flint Cooper boasts a national presence and the ability to file a lawsuit and try cases anywhere. With offices in Edwardsville, Illinois, Paducah, Kentucky and Dallas, Texas, Flint Cooper handles catastrophic personal injury and product liability cases, litigates cases involving terminal illnesses, and currently represents the largest contingent of plaintiffs with claims against the federal government than any single firm in the country.

CULTURE

For over 20 years, Flint Cooper has represented people, not clients, nationwide and across borders, handling cases involving serious personal injuries, wrongful deaths, exposures to toxic chemicals and defective or dangerous products. Representing shared values around client commitment and reputational excellence, Flint Cooper firmly believes in tailoring its legal services to fit the individual needs of each client, not the other way around. Flint Cooper's deep well of experience, intellectual power and untouchable track record make it the best counsel and advocates to have in any claimant's corner.

RESPONSIBILITIES

- Plan, develop and implement the SEO strategy.
- Regularly perform thorough keywords research.
- Identify key SEO KPIs.
- Monitor redirects, click rate, bounce rate, and other KPIs.
- Identify the buyer persona to better target identified audiences.
- Remain up-to-date with the latest SEO and digital marketing latest trends and best practices.

QUALIFICATIONS

- Bachelor's degree in marketing or relevant field required.
- Three-to-five (3-5) years experience and/or proven success in planning and implementing a successful SEO strategy required.
- Experience with and in-depth knowledge of web analytics, marketing, business development, A/B and other testing methods required.
- Experience with HTML, CSS and JavaScript required.
- In-depth knowledge of research principles, methods and experiences in analyzing data required.
- Strong project management, organizational, time management skills required.
- Fluency in verbal and/or written Spanish preferred.

COMPENSATION

Flint Cooper recognizes and rewards team impact in innovative and competitive ways. Career satisfaction is paramount at Flint Cooper, which is why learning and development are as equally important as its compensation package. Through a combination of salary, bonus opportunities, flexible schedules, and non-monetary awards and benefits, Flint Cooper supports its team as they strive to achieve personal and professional goals.