

SKINOPATHY

SEO Specialist

ABOUT SKINOPATHY

Skinopathy is digitizing the continuum-of-care in dermatology through data, AI, and automation.

Our goals are three fold:

- Help doctors provide better care for more patients through smart technologies and unprecedented intelligence about their practice and patients.
- Help patients control their own health through means once thought to be impossible.
- Help pharmaceuticals and cosmeceuticals access compliant and interoperable health data in real-time.

Skinopathy products and services include:

- SkinAI™ technology
- GetSkinHelp™
- GetSkinHelp Acne™
- SKINPUT™
- SkinopathyOS™
- Skinopathy Health Vault™

In a little over two years of operations, our technology has led to collaborations with Innovation Science and Economic Development Canada, National Research Council of Canada, the Montreal Institute for Learning Algorithms, the Responsible AI Institute, and others.

JOB DESCRIPTION

We are hiring a talented SEO Specialist professional to join our team and help drive more qualified patients to our platforms, both on web and mobile.

Notes

- Compensation commensurate with experience.
- Skinopathy has fully embraced the work-from-home culture for all its team members.

WHAT YOU WILL DO

- Develop optimization strategies that increase search engine results rankings
- Research SEO keywords to use throughout our 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

REQUIRED EXPERIENCE/SKILLS

- Two to three years of experience in successfully developing and executing SEO campaigns.
- Understanding of search engine algorithms and ranking methods.
- Experience with SEO industry programs, such as Google Analytics or Adobe Analytics.
- Knowledge of keyword research and data mining tools.
- Able to complete competitive analysis of other companies within the industry.
- Excellent written and verbal communication skills (email, phone, etc.).
- Comfortable analyzing high volumes of data on a daily basis.
- Familiarity with WordPress or other content management systems.
- Experience with other aspects of marketing, such as customer growth, is a plus.