

Placement Offer Form

EMPLOYER INFORMATION	
Name of organization	PANGEA Magazine
Address	11 Collier Place
Postal Code	EH16 4PZ
City	Edinburgh
Country	United Kingdom
Telephone	+44 (0) 131 468 1874
Fax	
E-mail	Info@pangeamagazine.com
Website	www.pangeamagazine.com
Size of enterprise [nr of employees]: small (≤ 50), medium (51-250), large (> 250)	10
Year of foundation	2013
Short Description of the Company	<p>PANGEA Magazine provides the best information about Poles living in Poland and abroad. This bilingual, colorful and passionate periodical presents a wide range of articles in such categories as culture, history, business, people, lifestyle and news. It is a creative, comprehensive and dynamic magazine, which unites the international enthusiasts of Poland and aficionados of its traditions and culture. On its forum, they share their professional expertise, which represents their cutting-edge and global world view.</p>
Other	

CONTACT PERSON DETAILS	
Name	Kinga Plich
Department / Function	Editor-in-Chief
Direct telephone number	+44 131 468 1874

Direct mobile	+44 7842 733214
Direct e-mail address	pangea.editor@gmail.com

PLACEMENT INFORMATION	
Department / Function	SEO Account Specialist
Description of activities	<p>Responsible for improving a company's organic search results. Creates and launches SEO campaigns, identifies areas of improvement, runs PPC campaigns, and attempts to improve the Magazine's sites' rankings in major search engines (Google, Yahoo, Bing). Especially s/he aims to:</p> <ul style="list-style-type: none"> • Review and analyze the site for areas that need to be improved, deleted, or revised. • Prepare detailed strategy reports. • Identify the least expensive but most powerful and profitable keywords for client sites. • Improve a company's organic search results. • Help to write effective headlines, body copy, and websites. • Ensure websites are filled with optimal keywords. • Place keywords appropriately in copy to gain most search engine traffic. • Write original, powerful SEO content for blogs and websites. • Implement off-page SEO content strategies such as coding. • Effectively use header tags. • Keep abreast of white hat and black hat tactics so as not to violate search engine guidelines. • Strategize ways to improve and track site performance. • Compile and present SEO performance reports. • Utilize basic programming and web design skills to enhance SEO. • Create advanced SEO strategies. • Evaluate product offering, traffic, landing page quality, content, design, security, payment options, shipping options, demographics of prospective customers when determining keywords and campaigns. • Check links, HTML standards compliance, usability and accessibility
Duration	Min 3-6 months
Working hours / Weekly working hours	35
City	Edinburgh
Help with finding accommodation	Yes
Financial contribution	N/A
Other	

REQUIREMENTS	
Oral and written language skills	<ul style="list-style-type: none"> • Communicative English (B2) in speech • Strong written communication skills; • A keen interest in news, current affairs, business and people; • Accurate spelling, grammar and punctuation; • Good organisation skills and the ability to work under pressure to tight deadlines;
Field of study	Accounting, Administration, Computer science, Marketing, Media Studies, International Business Program, Nanostructure Engineering, Media Logistics, Macrostudies,
Computer skills	Microsoft Office Word and Excel, Webdesigner & webmaster skills, experience with Wordpress, a basic experience with web-developer & web-builder tools
Other	