



**Human Resources**  
411 Farwell Avenue  
South Saint Paul, MN 55075  
651-552-5253  
hr@sportsmansguide.com

## **eCommerce Marketing SEO Analyst**

We have an opening for an entry-level eCommerce Marketing SEO Analyst. This position is responsible for developing and implementing best-practice strategies for all SG websites as well as working on other marketing channels such as Affiliate Marketing, web video and mobile devices. The person in this role will be expected to help grow SG's SEO program and assist on other marketing programs as time allows. SG is committed to following "white-hat" SEO strategies. This position is an outstanding role for anyone looking to expand their knowledge of SEO and pursue a career in other eCommerce Marketing initiatives. Specific duties in this role include daily maintenance and enhancements to our SEO programs, development of content, landing pages, reporting analysis and more. This person will report to our Senior Manager of eCommerce Marketing who is our in-house subject matter expert for SEO. The successful person hired into this position will be someone who has strong analytical skills along with a good understanding of key elements of SEO best practices.

### **Essential Functions:**

- Utilize SEO best business practices on all SG websites.
- Develop with E-Commerce Team Social Media & Mobile Best Business Practices.
- Help manage new and existing as well as prospecting potential new affiliate marketing relationships.
- Perform daily maintenance and enhancements to our SEO programs.
- Develop SEO content and landing pages.
- Optimize the SEO meta titles, descriptions and content for top-selling SKUs as well as department/category/sub-categories on all SG websites.
- Manage the daily affiliate promotion transmission for SG websites.
- Review and approve the monthly affiliate newsletters for SG websites.
- Work with cross-functional teams to help educate them on SEO best practice strategies.
- Provide reporting and analysis for eCommerce Marketing as needed.
- Assist in maintaining Affiliate Promotions for Sportsman's Guide, 365 Outdoor Wear, Truck Monkey and Bargain Outfitters to submit to marketing partners.
- Update weekly P&L results for Affiliate Programs .
- Maintain our Coupon Landing Page with current promotions on daily basis.
- Optimize LiveClicker title tags for videos as needed.
- Be a participant on weekly conference calls with marketing partners.
- Help manage existing marketing relationships.
- Participate in regularly-scheduled meetings with senior executive team to present results and trends for eCommerce Marketing.

**SPORTSMAN'S GUIDE CORE VALUES** Hungry for Growth • Prudent Risk Taker • Can-Do Resourceful Spirit • Embrace Fun • Respect the Individual • Open to Change



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- Any other duties/responsibilities as assigned or requested by the Senior Manager of eCommerce Marketing.

#### **Minimum Education, Experience and Knowledge:**

- 4 Year College degree, preferably in Marketing/Business Administration/Finance.
- 1+ years executing SEO marketing or managing online marketing strategies for websites.
- Excellent verbal/email communication skills.
- Proficient in Microsoft Office Suite, including Excel, Access and Power Point.
- Omniture Reporting a plus.
- Google Analytics, SEOClearity, Omniture Reporting a plus.

#### **Competencies Needed For This Position:**

- Knowledge of SEO best practices and natural search ranking factors.
- Proficiency in Google Analytics.
- Excellent communication skills – especially written communication.
- Comfortable with working well with all level of team members at all levels, including senior management.
- A 'can-do' attitude with the ability to 'get things done', and to roll sleeves up, highly pragmatic.
- A self-starter, who takes the initiative, but always ensures that key stakeholders are on board with these initiatives and that they are aligned with the business priorities.
- Attention to detail, and concerned with the small print (as well as the big picture).
- Courage - to express an opinion, to provide constructive feedback and to challenge senior executives.
- Respect – for the position, authority, experience and value that others bring to the business.
- Good process skills and a drive to secure continuous improvements.
- Drive to deliver excellent service to customers - understands that service involves both quality and speed.

The Sportsman's Guide offers an excellent compensation/benefits package; including medical, dental, 401(k) and fantastic merchandise discounts. Please email your resume along with salary requirements to hr@sportsmansguide.com.

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**About Sportsman's Guide:**

The Sportsman's Guide was born in the brain and basement of outdoorsman Gary Olen, back in the winter of 1970. His very first Sportsman's Guide Catalog came out in 1976.

During the ensuing years, the basic philosophy and attitudes of the company haven't changed much. We sell only quality items...and we only sell them for a whole lot less than others do. We only offer gear and clothing we'd use ourselves or suggest to our best friends, and we keep our prices low by buying right, not by adding to the mark-up.

We work with best-in-class marketing partners and strive to stay ahead of our competition each day. We have strong relationships with our marketing partners who help us drive 60 million annual visits to the website each year.

In addition to Sportsman's Guide, we also manage the marketing programs for our specialty websites (365 Outdoor Wear.com and TruckMonkey.com).

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