The UBS International Center of Economics in Society, UBS Center in short, is an Associated Institute at the Department of Economics of the University of Zurich. The center serves two main aims. First, it enables world-class research in economics on all levels, to be conducted at the University's Department of Economics. It thereby supports the department's ambition to become one of the top economics departments in Europe and to make Zurich one of the best places for research in economics. The UBS Center's other aim is to serve as a platform for dialogue between academia, business, politics, and the broader public, fostering continuous knowledge transfer. Delivering on these aims will also strengthen the position of Zurich, and Switzerland more generally, as a leading location for education and business.

We are looking for a

**Senior Digital Marketing / SEO Specialist**

Project work on hourly basis, the project is limited to four months
The position opens immediately or by arrangement

**What you do**

- Perform keyword searches with various tools
- Carry out competitive analyses and identify gaps in content or areas for improvement in web design
- Track key SEO metrics such as organic traffic, conversion rates, and page time spent
- Update legacy content and add effective Calls to Action (CTAs) to improve user behavior
- Track and optimize digital campaigns
- Report on performance metrics compared to our SEO goals
- Optimize pages for mobile devices
- Implement link building strategies and manage backlinks to build online authority
- Follow SEO trends and stay up to date on new tools and practices.

**How you do it**

You are a specialist in the communication team. You will work on your own projects and tasks. The team leader will help you organize and prioritize your work.

**Workload in %**

Project work on an hourly basis. The project is limited to four months with an estimated workload of 4 hours / week.

**Qualifications**

- Higher education (Master’s degree) in digital marketing or related field
- Expertise in web analytics, several years work experience as SEO analyst and digital marketing manager
- Proactive, structured, and flexible way of working
- High organizational and problem-solving capabilities
- Able to work independently or as part of a team
- Strong interest in working in an academic environment
- An excellent command of written and spoken English and very good communication skills
- Proven work experience in the field of economics
We offer

- Compensation according to the high living standards of Zurich
- Flexible working hours
- A dynamic work environment with friendly colleagues

For additional information about an employment at the University of Zurich please visit http://www.pa.uzh.ch/en/Willkommen-an-der-UZH.html

Application

Interested in joining our project team? Maura Wyler (maura.wyler@ubscenter.uzh.ch) will be happy to answer questions. Please send your full application (motivation letter, CV, diplomas, references) by email to bewerbungen@econ.uzh.ch