

SriLankan Airlines Ltd (SLA), the National Carrier of Sri Lanka operates with a network of destinations throughout Asia, the Middle East, Europe and Australia. The Airline has a strong presence in Maldives and Southern India. SriLankan is a member of the 'oneworld' alliance.

The SriLankan team is seeking a dynamic individual to join us as:

WEB CONTENT SPECIALIST

The incumbent will mainly be involved in developing and implementing effective Search Engine Optimization (SEO) strategies, establishing SEO related metrics such as domain authority, key word ranking, page ranking to improve organic traffic to www.srilankan.com and to improve revenue via organic search.

Coordinate content, design, translations, social media, pay-per-click (PPC) marketing and other activities with graphic designer, marketing team, translation agencies and Country Managers. Manage offsite and onsite optimization projects and reporting on performance.

Write SEO friendly web related content for www.srilankan.com and write content for associated websites and digital marketing communications related to SriLankan E- Business Development unit.

Ensure all content across all locations and site editions of www.srilankan.com, mobile app, digital marketing content are up to date, relevant, user-friendly with seamless flow. Manage payments, contracts and partnerships related to SEO, Translations, and content management with stakeholders.

KEY RESPONSIBILITIES WILL INCLUDE:

- Develop and execute the overall SEO strategy, conduct keyword research and update the website in a planned manner. Review SEO issues, recommend fixes and follow up with IT team to fix the technical issues.
- Create and optimize website content as per SEO standards, landing pages and paid search copy. Ensuring USDOT and GDPR compliance on www.srilankan.com and mobile app in updating and managing content. Conceptualize & update all offer pages in a timely manner and ensure that the offer pages and outdated content are removed on time.
- Ensure that website UI/UX needs are met and all links of srilankan.com and mobile app are linked to the correct webpages with the relevant information that is consistent with the customer journey. Ensure that the content is well structured and organized in a customer friendly manner.
- Responsible for coordinating with marketing and other internal departments to create & conceptualize promotional material as per the company digital marketing direction and search trends that contribute towards overall SEO ratings, procedural updates, and key information. Also, responsible to coordinate and obtain correct translations web page and promotional content.
- Meet the set targets for SEO Rankings, Organic, Direct and Referral web traffic volumes, Accuracy and up to date web content, funnel conversion rates to reach the online revenue and performance objectives.
- Timely contract renewal, payment and partnership management with the translations, SEO tool vendors and suppliers. Reporting SEO Metrics, progress of web page content updates on a periodic manner.

The applicant should possess the following minimum requirements for the above position:

- Bachelor's degree with 02 years' work experience in a relevant discipline.

OR

- Full professional qualification with 02 years' experience in a relevant discipline.

Be a Sri Lankan citizen.

The upper age limit should be 35 years as at **Closing date 13th January 2023**

Employment will be offered on fixed term contract.

Influencing will be a reflection of unsuitability.

We are an equal opportunity Organization.