# Marketing Operations (SEO/GEO) Specialist

## Vos activités

The Marketing Operations Specialist is responsible to deliver actionable social-listening, SEO, and generative-engine optimization (GEO) insights for regional and global stakeholders. The role is expected to build reliable listening queries and dashboards, identify website optimization opportunities, coordinate technical and content improvements, monitor performance, and translate complex data into clear business recommendations.

**Key Responsibilities:**

**1. Social-listening setup and analysis:**

- Scope initiatives by validating markets, channels, keywords, hashtags, audiences, languages, and reporting needs.
- Build and configure listening queries in Sprout Social, including filters, segmentation, and exclusions.
- Test and refine queries to reduce noise and improve the relevance, coverage, and quality of results.\

**2. Dashboards, reporting & quality assurance:**

- Create, maintain, and enhance social-listening dashboards and recurring reports.
- Validate data quality, dashboard outputs, KPIs, calculations, and findings before delivery.
- Produce concise reports that explain trends, business impact, outcomes, and recommended actions.

**3. SEO & GEO audits:**

- Detect SEO and GEO opportunities through technical and content audits, keyword research, and daily tool reviews.
- Use Semrush, Screaming Frog, Google Search Console, and LLM visibility testing to identify issues.
- Translate findings into prioritized recommendations based on impact, urgency, and implementation effort.

**4. Performance monitoring & stakeholder coordination:**

- Monitor affected pages, dashboards, alerts, and agreed performance indicators.
- Coordinate requirements validation, report distribution, implementation follow-up, and issue resolution with markets and requesters.
- Review business impact, refine benchmarks, capture best practices, and improve future reporting cycles.

**5. Website optimization & implementation support:**

- Create clear technical tickets for SEO/GEO issues ranging from routine

Référence
**REF99815I**

Site
**Taguig**

Niveau de leadership
**Leading Self**

Flexibilité du poste
**Hybrid Job**

Temps de travail
**À plein temps**

Unité légale
**Continental Tires Manila Business Services Inc.**

to complex.
- Complete approved CMS updates and manual fixes, including metadata and broken-link corrections.
- Conduct pre- and post-production reviews to confirm that changes were implemented correctly.

## Votre profil

- 3 to 5 years of relevant experience in social listening, SEO, digital analytics, website optimization, or digital marketing operations; hands-on experience with an enterprise listening platform, SEO audit tools, web analytics, dashboards, and a CMS
- Working experience in:
  - Sprout Social configuration and listening-query design
  - Social-listening strategy, segmentation and interpretation
  - Social-listening data-quality validation and noise reduction
  - Semrush, Screaming Frog and Google Search Console
  - GEO and LLM visibility-testing methods
  - Keyword research and technical SEO auditing
- Bachelor's degree in Marketing, Communications, Business, Data Analytics, Information Technology, Digital Media, or a related discipline
- Experience managing concurrent requests, validating requirements, conducting quality assurance, coordinating technical and content changes, and delivering within service-level timelines
- Must work independently, take ownership, and coordinate cross-functional stakeholders
- Strong written and spoken English and experience supporting regional or global stakeholders; multilingual-data, or multi-market digital-program experience is an advantage
- Willing to work on a midshift to night  shift schedules, depending on business needs.
- Hybrid work setup.

## Notre offre

- Hybrid work setup
- HMO upon hire
- Values-based culture
- Learning Opportunities

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## A propos de nous

Continental is a leading tire manufacturer and industry specialist that develops and produces sustainable, safe and convenient solutions for automotive manufacturers as well as industrial and end customers worldwide. Founded in 1871, the company generated sales of €19.7 billion in 2025, and the Continental team is made up of 92,653 employees at 336 locations for production, research and development, and administration in 54 countries and markets.

Today, we are one of the world's key suppliers for mobility. With the experience we have gained over 150 years and our expertise across the company, we will continue to set the technological benchmark and play a leading role in shaping the transformation in the automotive industry.

Continental Tires Manila Business Services Inc., an entity under the Continental group of companies, headquartered in Hannover, Germany, is a strategic shared services center offering centralized, standardized, and technology-enabled business support. It will perform back-office support services and business process outsource services such as, human resources, finance and accounting, procurement and supply chain administration, customer service, master data, compliance management and information technology, to its foreign operating entities situated outside of the Philippines, through knowledge-based and computer-enabled technology. We collaborate with partners to deliver high-quality, end-to-end solutions that drive growth and transformation.