



COO / Head of SEO

We are a boutique digital growth firm with the mission of becoming the first point of contact for digital challenges, and the most trustworthy business in the industry. Our Engagement teams facilitate digital growth with more than 200 projects worldwide - from Fortune 50 companies such as P&G to high-growth startups as Thumbtack.

We work with passion and a commitment to our shared values. It is our joint task to make it possible for people to find useful and relevant information that inspires, broadens their horizons, and adds value to their daily lives.

Our teams go above and beyond to get things done. With projects in more than 60 countries, it sometimes means traveling halfway around the world and diving into different languages, countries and cultures - from Sydney to Singapore, from Buenos Aires to Barcelona.

A small, highly skilled, diverse and international team of 40+ professionals makes this possible. Our team members are native speakers of English, German, Spanish, Russian, Italian, Portuguese, French, Hungarian, Polish and Swedish. Our backgrounds are as diverse as Google Engineers, PWC Consultants, CEOs of billion-Dollar-companies, Rocket Internet growth hackers and Investment Bankers. We currently have offices in New York, Vienna and Madrid.

Founded in 2009, we are highly successful in Europe. Due to high demand we are now expanding to the United States.

This is a rare opportunity to join a successful company as Co-Founders and build a rocketship in the US together with the firm's global resources. Improve is open to two Co-Founders; one more relationship-sales driven; the other product and innovation focused.

The Co-Founders will also be involved into growing the firm into a "growth partner" in startups which co-invests and becomes equity holder - in our words, a "VC for growth" or "Rocket Internet for growth".

Responsibilities

- Manage operations and growth in the USA - P&L, management, pitching clients, putting out fires
- Build the US company from the ground up; hire, develop and train your own team
- Utilize global agency resources - tools, people, know-how, databases, etc.
- Work with an international, multicultural team in three offices around the world and ensure smooth collaboration and leadership on a variety of projects and industries from Fortune 50 companies to startups
- Ensure sustainability and volume of the consulting business in order to facilitate investments in SEO-for-equity projects and SEO-based product development
- Develop SEO strategies and proactively work with internal and external stakeholders in order to drive results that matter
- Ensure high-quality standards in all client deliverables; collaborate across the team to ensure client needs are met and projects stay within scope, budget, timeline, quality, and other Key Performance Indicators (KPIs)
- Keep client, team and third-party stakeholders engaged and informed by communicating progress, performance and next steps
- Communicate effectively on all levels, from CEO to Technical Specialist
- Win client business; identify growth opportunities and pitch solutions to clients
- Identify and approach leads
- Responsible for achieving monthly and yearly consulting revenue with the team
- Experimenting with and optimizing unique business models for consulting firms in US that can be executed globally
- Selecting high growth startups to partner with



- Learn from smart people in international, challenging companies with major brands such as Red Bull, Volkswagen, NBC Universal or American Express

Requirements

- BA degree from top tier school, ideally in business or a related field; MBA preferred
- 2-3 years of experience as Head of SEO or Head of Growth overseeing SEO across multiple brands/websites
- Alternatively, 2-3 years of experience in a top-tier management consulting firm with exposure to digital growth
- Ability to lead, coordinate, and manage a cross-functional team
- Improve works with industry leaders who know the growth space in and out - first class analytical skills are required in order to master growth; identify and seize digital opportunity
- Native English required, additional language preferred
- A “can-do” attitude and commitment to meeting and exceeding client expectations
- Dynamic and engaging personality with hands-on mentality and a passion for leading clients to success
- International work and travel experience preferred
- The position requires 3-5 days travel/month

Benefits

- The rare opportunity of becoming a partner in a successful business and building up equity over time (both partners together up to 49% of Improve USA), shaping its future and growing it into a major player in the online world
- Opportunity to develop new business models for Improve and as a partner directly benefit from the success. For example, equity-based compensation at high-potential start-ups
- 20 days paid time off per year in addition to public holidays
- 401k Plan
- Comprehensive Health insurance paid by the company
- Flexible working hours
- Relocation assistance (if necessary)
- 5 sick days