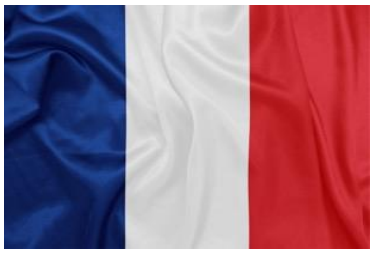
VÉA Sourcing search campaign

Head of Product + SEO Expert

France

Reference 483
June 17th, 2020



Dear all,
We're looking for 1 Head of Product and 1 SEO Expert for a leading Digital Travel Company based in France, Paris area.
These are permanent positions.

POSITION

1 Head of Product and 1 SEO Expert (2 open positions).

CLIENT

Our Client is a leading Digital Travel Industry actor.

LOCATION

Paris area, **France**, with possibility to perform home office work.

SCOPE

Position 1: Head of Product

- Within the Production Team (CTO + CEO + System Admin + Developers + Integrators) and, in direct relation with the CTO & CEO, you will be in charge of:
- developing a 360° vision of the Product in the Company with the different Divisions.
- building a global vision by developing a technical + sales + marketing + product culture.
- developing a new product division with a view to recruiting a 1 PO, 1 QA and 1 Product Designer.
- working with all the different poles of the sites, such as Management, Finance, Journalism, Sales, Marketing (SEO, SEA, Newsletter, SMO, CRM).
- Measuring the impact of new features, analyzing their use and studying the behavior of our users (Analytics, Optimize, Data Studio monitoring of the site and any new technology that can help in this direction).
- Participate in raising awareness of agile methodologies / best practices
- define roadmaps in agreement with the different stakeholders
- contribute to the creation of pages / tunnels and the writing of content

Position 2: 1 SEO Expert

In charge of the Travel Division, you will work closely with the other SEO (Search Engine Optimization) Experts. You will set up and articulate the SEO strategy for the Group's travel sites and, support their subsidiaries as an Expert.
You will report directly to the Board of the Travel Division.
Your assignments will include:

- Technical analysis (crawl analysis, log analysis, accessibility, tree structure...);
- Semantic analysis (semantic audit, search and competitive intelligence of keywords, optimization of existing content and code structure, rich snippets, ...);
- Optimization of the internal mesh (navigation, siloing, semantic variation, ...);
- Elaboration and implementation of the strategy for acquiring natural traffic on search engines (creation of the SEO Roadmap, drafting of technical specifications and SEO recommendations, coordination with the technical teams, editorial and external service providers);
- Prioritization of "worksites" and priority tasks for the different sites;
- Implementation and monitoring of SEO performance and main KPIs (position report, crawl report ...);
- Development and elaboration of a net linking strategy;
- Technological watch on the latest developments in search engines.

TECHNICAL PROFILE

Position 1: Head of Product

- 3+ years of management experience in the Travel Industry; experience with product management, contracting and pricing required
- Undergraduate degree or equivalent experience in travel, business administration, marketing or related field
- Advanced analytical skills with demonstrated ability to work through the development of complex business solutions
- Familiarity working in MS Office (Excel) and a data warehouse
- Strong communicator, both written and verbal, with the ability to direct the actions of others
- Must be flexible and responsive to changing priorities while working under pressure to meet immediate deadlines
- Collaborative nature with the ability to interact with a variety of staff from all levels, including heavy interaction with executive team
- Willingness to travel occasionally (domestically and/or internationally) for trade shows, product contracting, planning and destination familiarization

Position 2: 1 SEO Expert

- 3+ years of management experience in the Travel Industry; experience with content marketing, content growth and SEO
- Undergraduate degree or equivalent experience in travel, business administration, marketing or related field
- Working knowledge of Search Engine Optimization practices
- Outstanding ability to think creatively, strategically, and identify and resolve problems
- Excellent verbal and written communication skill
- Ability to work within a team and independently
- Familiar with Google analytics
- Experience with website optimization tools
- Strong organizational, time management, and analytical skills

REMUNERATION

50 to 70 k€ yearly salary.

PROBABILITY

Certain, without a doubt.

LANGUAGES

Fluent / native **French** is mandatory.
A very good **English** (read, spoken, written) is highly appreciated for both positions.

START / END

Positions are to be filled as soon as possible, both are permanent.

WORKLOAD

Full-Time.
Home office is accepted.

Interested? Thanks to forward us a **COVER LETTER**, explaining why you would be a great fit, with your **RESUME** (**in FRENCH**), respecting the **TEMPLATE 1 application format**, from our **website**, mentioning the **483** reference and the position (1 or 2) you're applying to.

Please send a unique file to **application@veasourcing.com**.

Only complete applications, strictly answering to the expected criteria, will be addressed.

If no answer was given to you after a period of 10 days, please consider your application as not selected.

If this role isn't right for you, don't forget to forward it to your own network - it may be perfect for someone else!

Our backbone is made up of Operational Excellence and Continuous Improvement!

Drawing on a Global Resource Network, VÉA Sourcing recruits your Strategy, Transformation and M&A Consultants, as well as your PMOs, SMEs, Interim and Transition Managers, Worldwide.

We secure ALL business cases, in ALL sectors.

Trust us with your profile searches:
- Free of charge
- No commitment
- Full confidentiality guaranteed.

Note taking: