

At Birkenstock, our business is a reflection of who we are. We have a passion for our products, an appreciation of their heritage and a genuine belief in their benefits. Our business is a reflection of what we represent - quality products that are comfortable, unique, timeless and respectful of the world around us. Our mission is to deliver happiness and satisfaction.

To provide quality products and services, we need quality people. We are looking for talented people who share our values of accountability, responsiveness, excellence, teamwork, respect, integrity and a positive attitude.

JOB TITLE: SEO/AEO Manager – Digital Americas

LOCATION: NYC/Tri-state area

REPORTS TO: Senior Project Manager

TYPE: Exempt

SALARY: \$110k - \$150k

Note: Relocation and any associated costs are the sole responsibility of the person hired for this position.

OVERVIEW

The SEO/AEO Manager will be responsible for improving site ranking in search engine results pages (SERPs) for SEO, as well as for optimizing content across AI-driven answer platforms such as ChatGPT, Google Gemini, and traditional search engines. They will work on both on-page (optimizing website content) and off-page (building backlinks) optimization strategies to help attract more organic (unpaid) traffic from search engines. They will play a crucial role in ensuring website visibility and traffic, addressing technical SEO/AEO issues and serving as the link between website optimization and overall functionality success. This role will ensure our products, brand, and content are surfaced accurately and prominently in AI-generated answers, voice search, and zero-click search experiences.

Responsibilities

- **Keyword Research:** Identify relevant keywords and phrases that users search for to target. Identify high-value, conversational, and long-tail queries that signal purchase intent, and map them to optimized content experiences.
- **Content Optimization:** Work with content and copywriting teams to ensure website content is optimized for search engines, including using appropriate keywords, meta descriptions, and title tags. Build and implement a roadmap to optimize product pages, category pages, and editorial content for AI answer engines and conversational search. Structure content for clarity and extractability.
- **Link Building:** Develop and implement strategies to acquire backlinks from other reputable websites, which can boost a website's authority and ranking.
- **Technical SEO:** Monitor and resolve technical issues that can affect search engine crawling and indexing, such as broken links and slow page load times. Partner with engineering to deploy schema markup (Product, FAQ, How-To) and ensure clean, machine-readable site architecture.
- **Performance Monitoring and Reporting:** Track website traffic, rankings, and other SEO/AEO metrics to identify areas for improvement and report on results.
 - Monitor and improve how our brand and products appear in AI-generated answers, featured snippets and zero-click results and voice search responses.

- Success Measurement: Define KPIs and measure success across SEO and AEO best practices including visibility, mentions, organic traffic and conversion.
 - Drive continuous improvement across website KPIs including conversion rates, time on site and revenue.
- Trends:
 - Monitor and report on the latest SEO and AEO trends, KPIs, algorithms, and best practices.
- Test and Iterate:
 - Continuously test and adapt to changes in AI search behavior, keeping up with innovations from AI platforms.

Competencies

- Collaboration with other channels, such as the Content and Paid teams, to ensure SEO efforts are integrated into overall digital strategies.
- The ability to analyze data and identify trends to inform SEO/AEO strategies.
- A solid understanding of SEO/AEO principles, including on-page and off-page optimization, keyword research, and technical SEO.
- The ability to clearly explain SEO/AEO concepts to both technical and non-technical audiences.
- Comfortable with a high degree of responsibility.
- Ability to manage detail level as well as handle strategic approach.
- High online affinity, understanding of digital environment and analytic tools.
- Resilient, flexible, decisive.
- Operate independently and efficiently to manage multiple projects and deadlines simultaneously and successfully, without sacrificing attention to detail.
- Excellent verbal and written communication skills.
- Team-player; ability to work with all digital team members in a proactive manner and drive results.
- Adapts easily to changing situations and demonstrates flexibility in juggling priorities.

Interfaces/Relationships

- Close alignment with Americas Digital channel teams
- Cooperation with external providers, as needed
- Close alignment with Global & Regional Digital teams

Qualifications

- Education
 - Bachelor's Degree
- Work experience
 - 4+ years in SEO/AEO (e-commerce preferred)
 - Experience with a SEO/AEO management platform required
 - Strong understanding of search intent, keyword strategy, and on-page SEO
 - Experience with structured data (schema markup) and technical SEO fundamentals
 - Familiarity with AI search tools and large language models
 - Analytical mindset with experience using SEO and analytics platforms
 - Superior skills in Microsoft Excel and proficiency in other MS Office products

Working Conditions

- Involvement with local and global teams
- Ability to travel as needed

If interested, please send cover letter and resume to katelynn.ramos@birkenstock.com. Subject line should list "SEO/AEO Manager".

BIRKENSTOCK USA, LP IS AN EQUAL OPPORTUNITY EMPLOYER.

