



Membership-based,  
no-claims Healthcare™

## Marketing Analyst/SEO Coordinator

**Location:** Healthcare2U Headquarters – Austin, Texas

### **Company Overview:**

Healthcare2U is a membership-based, hybrid direct primary care (DPC) organization that ensures employers of all sizes and structures have nationwide access to affordable, consistent and quality primary care at over 40% below the average of traditional DPC practices operating in the market today. Through our proprietary Private Physician Network (PPN)<sup>™</sup>, Healthcare2U promotes healthy living by detecting, treating, and managing acute and chronic conditions before the onset of serious illness.

### **Job Description:**

We seek a detail-oriented and results-driven Marketing Analyst/SEO Coordinator to join our team. This individual will support tracking ROI from ad spending, assist with our SEO efforts, and contribute to Google Analytics initiatives. The ideal candidate will have strong analytical skills and be capable of reporting on key performance indicators (KPIs) and ROI. Basic proficiency in Adobe Creative Suite is preferred for updating product collateral our sales team uses.

This person will focus on creating and optimizing online campaigns, measuring ROI, and improving SEO rankings. They should be skilled in PPC, social media marketing, and analytics tools to help grow our online presence. You should have strong analytical skills and experience with tools like Google Analytics and marketing attribution software to track metrics effectively.

### **Reports to:**

Director of Marketing and Communications

**Key Responsibilities:**

- Assist in analyzing marketing data and generating reports on ad spending ROI and overall campaign performance.
- Support developing and implementing SEO strategies to improve organic search visibility and traffic.
- Evaluate ROI resulting from marketing efforts, tracking marketing spend and reporting on results achieved from those spends.
- Utilize CRM platforms to enhance customer engagement and streamline marketing automation efforts.
- Develop, implement, and manage SEO strategies to drive traffic and improve search engine rankings.
- Help manage Google Analytics setup and reporting, providing insights to enhance marketing strategies.
- Collaborate with the sales team to update the product collateral using Adobe Creative Suite.
- Contribute presentations of findings and recommendations to stakeholders.

**Qualifications:**

- Bachelor's degree in marketing, Business, or a related field.
- 1-2 years of experience in marketing analytics and SEO.
- Familiarity with Google Analytics and other analytics tools.
- Basic understanding of SEO best practices and tools.
- Working knowledge of Adobe Creative Suite (Photoshop, Illustrator, InDesign) is a plus.

**Preferred Skills:**

- Strong analytical and problem-solving skills.
- Excellent written and verbal communication skills.
- Some experience in video editing using Adobe platforms such as Premiere Pro, After Effects, and Media Encoder
- Ability to work independently and collaboratively in a team environment.
- Familiarity with social media and content marketing strategies.
- Certified in Google Analytics.

**Work Schedule:**

- Full-time, in-office position with the possibility of a hybrid work arrangement after 90 days, based on performance and business needs

**Benefits:**

- Competitive salary
- Health, dental, and vision insurance
- Paid time off and holidays
- Opportunities for career growth and professional development