

SEO & AI SEARCH (M/F/D)

BUCKTON SCOTT DEUTSCHLAND GMBH

ABOUT US

Buckton Scott Germany is an internationally active B2B supplier of raw materials to the food, beverage, dietary supplements, pharmaceutical, cosmetics and pet food industries.

We would like to further expand our digital visibility and develop this expertise in-house going forward. In addition to traditional SEO, the growing use of ChatGPT and other AI search systems plays an important role in this.

YOUR RESPONSIBILITIES

- Managing and developing our website
- SEO optimisation and creating new product pages
- Improving our visibility on Google
- Building our visibility on ChatGPT and other AI search systems (AI Search / GEO)
- Creation of product descriptions, FAQs and specialist articles
- Keyword, competitor and AI visibility analyses
- Analysis of rankings, website traffic and B2B enquiries
- Use of modern AI tools for content and analysis

YOUR PROFILE

- Experience in online marketing, SEO or similar fields
- A good understanding of websites and content
- Interest in AI Search, ChatGPT and new digital technologies
- Very good German and good English
- A structured and independent approach to work
- A desire to put ideas into practice and develop them further

Experience in the B2B or commodities sector is not a requirement. Nor do we require specific experience with AI Search; what matters more is your interest and willingness to help us develop this new area together.

WE OFFER

- Part-time (from 20 hours per week) or full-time
- Flexible working hours
- Working from home possible by arrangement
- A newly created role with plenty of scope to shape your own work
- Short decision-making processes and direct communication with senior management
- Modern AI tools and opportunities for further training
- The chance to play an active part in shaping our SEO and AI search strategies
- Long-term career development opportunities

INTERESTED?

We look forward to receiving your application!

Please send your documents, including your salary expectations and possible start date, to:

christian.hanke@bucktonscott.de