COHAGA Die Adresse für Adressen

HEAD OF ORGANIC GROWTH

SEO, GEO & OFF-PAGE STRATEGY

80-100% | ST. GALLEN

You define how companies get discovered on Google and in AI search. At cohaga, you'll own the organic growth of ranQ, our Swiss AI-powered company directory and customer platform. Your mission: make ranQ the number-one destination for company search in Switzerland and take it to the top of Google's rankings.

YOUR ROLE:
You own organic growth end to end: authority, visibility and brand demand. You uncover growth opportunities and turn them into product improvements, strategies and roadmaps. You decide what happens next, specify it for the teams that execute, and are accountable for the result.

WHAT YOU'LL DO

GROWTH & OFF-PAGE

- Own organic visibility for ranq.ch, measured in qualified traffic and leads rather than rankings
- Design the growth loops on the supply side (profile claiming, reviews, badges, widgets) and specify them as product requirements with engineering
- Define the off-page strategy: which data stories, which media, which associations, which partnerships, briefed to our Partnerships and Marketing teams
- Turn our 800K+ Swiss company profiles into a visibility advantage by defining what belongs on every page that competitors structurally cannot show

SEARCH & AI

- Identify opportunities across search, AI assistants and generative surfaces
- Steer external SEO and PR partners and hold them to outcomes
- Set the measurement: hypotheses, priorities and the numbers we judge ourselves by

WHAT WE'RE LOOKING FOR

- Experience growing a platform organically (directory, marketplace or comparison platform)
- Proven track record of building domain authority through partnerships, digital PR and product-driven visibility
- Deep understanding of technical SEO and a willingness to work closely with engineering to get issues fixed
- You own monitoring and turn it into decisions: Search Console, Ahrefs or Sistrix, GA4 and our own data feed the improvements and roadmaps you define
- Excitement about the shift from "10 blue links" to generative search, and motivation to be at the frontier of that change

READY TO SHAPE THE FUTURE OF SEARCH?

At cohaga, we're rethinking how companies are discovered in the age of AI and we're looking for ambitious minds to join us. Do you want to create real impact, challenge the status quo and help build the future of search? Bring your ideas, your curiosity and your drive. Let's shape what's next together.

Send your application to
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Questions? Feel free to get in touch.