

AI-SEO Specialist

Do you want to be part of shaping how a leading Nordic beauty and wellbeing retailer becomes the authority that large language models (LLMs) can't ignore? Are you passionate about SEO, content, and AI - and eager to use data and automation to push the boundaries of digital visibility?

Then we would like to hear from you!

We are looking for an **AI-SEO Specialist** who will help take Matas Group's digital presence to the next level. You will be part of our agile, collaborative Digital & E-commerce team, driving the execution of our AI-first SEO roadmap - making Matas' content, data, and platform readable and selectable by both LLMs and traditional search engines.

About the Role

In this role, you will report to the AI-SEO Program Lead (SEO Manager) and work closely with content, engineering, and e-commerce operations. You will be responsible for building visibility, measurement, and activation frameworks that make our e-commerce platform more discoverable through both search and AI channels.

We're looking for someone who works in an agile and collaborative way - open, curious, and comfortable sharing ideas across disciplines.

The position is based in Allerød, Copenhagen, with flexibility to work partly remotely. Occasional travel days may occur for collaboration with partners or cross-functional teams.

Your Main Responsibilities

- Run monthly AI Share-of-Voice tests across LLMs (ChatGPT, Gemini, Claude, Perplexity) and track citations, product clicks, and visibility metrics.
- Build dashboards and reports to monitor monthly AI visibility, citation rates, and crawl coverage across LLMs (ChatGPT, Gemini, Claude, Perplexity)
- Optimize content and guides into AI-friendly formats (FAQs, Q&A structures, scannable conclusions).
- Maintain and scale valid schema markup (Product, FAQ, Article).
- Enrich product feeds with key attributes and align PIM field structures for consistency.
- Partner with automation consultants (e.g., n8n, Zapier, Make) for integrations and optimization.
- Identify, design, and implement AI-driven process optimizations across SEO and content workflows, as well as within Sales and Brand Activation teams, to drive efficiency and scalability.

The Ideal Candidate Should Have the Following Qualifications and Skills

Must-haves

- 1-3+ years of experience in SEO, content, or digital marketing with measurable results.
- Technical SEO knowledge (crawl tools, basic HTML, JSON-LD schema).
- Hands-on experience using LLMs (ChatGPT, Gemini, Claude, Perplexity) for practical tasks.
- Comfortable with analytics and reporting (Google Search Console, GA4, dashboards).
- You thrive in an agile environment where collaboration, openness, and knowledge sharing come naturally
- You are the kind of person who enjoys sparring with others and finding smart, shared solutions.
- Strong communication skills and the ability to guide non-technical colleagues.

Nice-to-haves

- Experience with product feeds or PIM systems (e.g., Google Merchant Center).
- Basic scripting or automation (Sheets, Apps Script, Python) or workflow tools (n8n, Zapier).
- Interest in the beauty or retail domain (products, routines, ingredients).

What's in It for You?

At Matas Group, our purpose is ...for beautiful lives, being your true companion through all stages of life. We are guided by our three core values — Results, Relations, and &You — and you'll find that we welcome you as the person you are, supporting both your personal and professional growth.

Your day-to-day benefits include:

- The possibility to work remotely from home or from our office in Allerød.

- A culture based on collaboration, curiosity, and a willingness to challenge the status quo.
- Opportunities for professional and personal development within one of the Nordics' most innovative retail organizations.

Do You Want to Learn More?

If this job sounds appealing, please send your resume by clicking "Apply" as soon as possible.

Matas Group is committed to an inclusive recruitment process and equal opportunity for all applicants with a valid residence and work permit. We review applications on an ongoing basis and remove the posting once the right candidate has been found.

We look forward to hearing from you.