

JOB ADVERT

Search Engine Optimisation (SEO) Intern

REPORTING TO:

Marketing Manager

JOB LOCATION:

Rosebank, Johannesburg

EMPLOYMENT STATUS:

Internship (12 months – Fixed Term Contract

START DATE:

01 July 2026

POSITION DESCRIPTION

What is the overall purpose and objective of this position?

An SEO Intern will assist the marketing team (in the digital space) with improving website visibility through keyword research, on-page optimisation, content creation, and technical audits. The intern will learn to analyse performance metrics using tools like Google Analytics and SEMrush to drive organic traffic.

RESPONSIBILITIES & DUTIES

List of tasks and responsibilities:

Keyword Research

- Identify target keywords and search trends using tools like SEMrush or Google Keyword Planner.
- Group keywords into topic clusters for content planning.

On-Page Optimisation

- Craft and optimise meta titles, descriptions, headers (H1-H6), and internal links.
- Conduct on-page audits to identify optimisation gaps.

Content Creation & SEO Writing

- Write SEO-friendly blog posts, articles, and product descriptions that rank.
- Refresh and update existing content to improve rankings.

RESPONSIBILITIES & DUTIES (cont.)

List of tasks and responsibilities:

Technical SEO Support

- Identify and resolve crawl errors and broken links.
- Assist in improving Core Web Vitals performance.

Performance Monitoring

- Analyse website traffic and ranking data
- Provide recommendations based on data-driven insights.
- Set and track SEO KPIs aligned to business objectives.

Link Building

- Support outreach campaigns to build backlinks.
- Identify high-authority websites for outreach opportunities
- Develop guest posting strategies.

KNOWLEDGE & COMPETENCIES

Education

- Currently studying (Part-time) or recently completed a qualification in Marketing.

Experience

- No prior professional experience required
- Have never held a full-time position before and preferably have not participated on a learnership or internship before.
- Basic understanding of SEO principles and practices.

Key Skills and Competencies

- Basic knowledge of HTML and website structure
- Familiarity with Google Analytics and Search Console
- Familiarity with social media scheduling tools
- Ability to manage multiple projects simultaneously and meet deadlines
- Proactive, eager to learn, and adaptable
- Strong written and verbal communication skills
- Analytical mindset with attention to detail
- Ability to work in fast-paced environments

HOW TO APPLY

Send your CV and Cover Letter to: recruitment@rhizaholdings.co.za

Please include the position you are applying for in the subject line.

If your application is not successful, you will not be contacted.

Closing date: 14 May 2026