

Job Title: Digital Platform & Technical SEO Associate

Department: Information Technology

FLSA Status: Exempt

Reports to: Digital Communications Manager

Digital Platform & Technical SEO at Chain Bridge Bank, N.A.

Chain Bridge Bank, N.A. (“Chain Bridge” or the “Bank”) is seeking a Digital Platform & Technical SEO Associate to support the technical health, search visibility, analytics quality, and ongoing maintenance of the Bank’s public website and associated CMS, search, analytics, and website operations tools. The position focuses on technical SEO, website operations, analytics quality, structured data, and recurring website quality assurance, including emerging generative engine optimization (GEO) and answer engine optimization (AEO). Specific duties are described below.

About Chain Bridge Bank, N.A.

Chain Bridge Bank, N.A. is a nationally chartered bank regulated by the Office of the Comptroller of the Currency and a wholly owned subsidiary of Chain Bridge Bancorp, Inc. (the “Company”), a Delaware corporation and registered bank holding company. The Company’s Class A common stock is listed on the New York Stock Exchange under the ticker symbol “CBNA.” The Bank provides commercial banking and trust and wealth management services to clients nationwide through a technology-enabled operating model. As a regulated financial institution, the Bank places a premium on accuracy, clarity, and disciplined execution in all public-facing systems and communications.

Key Responsibilities

Technical SEO and Website Health

- Monitor Google Search Console for indexing, crawl, sitemap, page experience, Core Web Vitals, structured data, and Search performance issues.
- Run scheduled Screaming Frog crawls and maintain a prioritized website health log.
- Identify and help resolve broken links, redirect issues, duplicate page titles, missing or duplicate meta descriptions, heading issues, image issues, crawl anomalies, and other technical website issues.
- Review website pages for metadata, page titles, headings, internal links, image alt text, file naming, and basic accessibility issues.
- Prepare recommended meta descriptions and related page-quality updates using approved page content and AI-assisted drafting tools where appropriate.

- Maintain and validate structured data (JSON-LD) markup, including Organization, BankOrCreditUnion, FAQPage, and BreadcrumbList schema, and confirm that schema matches the visible page content.
- Monitor how the Bank’s pages appear in generative and answer engines (for example, AI Overviews and AI assistants) and support generative engine optimization (GEO), answer engine optimization (AEO), and agentic AI optimization (AAIO) through machine-readable, entity-consistent content.

Digital Platform Operations and Support

- Make approved CMS-level updates and low-risk technical corrections.
- Maintain documentation for recurring website QA processes, issue resolution steps, and technical SEO checks.
- Provide limited production support for digital assets, such as resizing images, compressing files, preparing basic web graphics from approved templates, and checking assets against brand requirements.
- Maintain 301 redirect mapping when page URLs change and update the XML sitemap and internal links accordingly.

Analytics, Reporting, and Governance

- Support Google Analytics 4 reporting, including organic search, referral traffic, campaign traffic, landing page performance, and unusual traffic changes.
- Support recurring accessibility and website-quality scans, and help remediate findings to maintain conformance with WCAG 2.2 Level AA.
- Prepare weekly or biweekly website health summaries with resolved items, open issues, recommendations, and escalation items.
- Escalate content, compliance, brand, regulatory, structural, or reputational questions to the Digital Communications Manager before implementation.
- Follow internal approval, recordkeeping, information security, vendor management, and change-control processes applicable to public-facing digital platforms.
- Perform other duties as assigned that are consistent with the role, the Bank’s policies, and applicable law and regulation

Qualifications and Experience

Required

- 2 to 4 years of experience in technical SEO, website operations, CMS management, digital analytics, web QA, or a related field.
- Hands-on experience with Google Search Console, Google Analytics 4, a website crawler such as Screaming Frog, and a web content management system (CMS).

- Working knowledge of HTML, CSS, metadata, redirects, canonical tags, XML sitemaps, structured data, and technical SEO fundamentals.
- Strong spreadsheet, documentation, and attention-to-detail skills, with comfort working from checklists, issue logs, and recurring reporting cycles.
- Ability to diagnose technical website issues and explain them clearly to non-technical colleagues.
- Ability to distinguish between low-risk technical fixes and items requiring review or approval.
- Hands-on experience using AI-assisted drafting and design tools in a professional setting, with sound judgment about when AI-generated output requires human review and approval before publication.
- Genuine passion for this work, with the personal initiative and pride in accuracy that public-facing materials at a national bank require.

Preferred

- Experience with financial services, professional services, healthcare, higher education, associations, government, or another regulated or approval-sensitive environment.
- Experience with website accessibility checks and with WCAG 2.2 Level AA conformance.
- Familiarity with Core Web Vitals, PageSpeed Insights, Looker Studio, Google Tag Manager, or structured data testing tools.
- Familiarity with generative engine optimization (GEO), answer engine optimization (AEO), JSON-LD structured data, and AI-crawler or agent-readiness concepts (for example, robots.txt directives for AI user agents and machine-readable content).
- Experience with an enterprise or financial-services content management system and with section-based content publishing.
- Basic design or production experience with tools such as Figma, Adobe Creative Suite, Canva, or similar platforms.
- Bachelor's degree preferred in Information Systems, Computer Science, Digital Marketing, or a related field; equivalent hands-on experience in technical SEO, website operations, CMS management, digital analytics, or web QA will also be considered. Graduation with academic honors (for example, cum laude, magna cum laude, summa cum laude, Dean's List, or Phi Beta Kappa) is preferred.

Compensation

Compensation will be commensurate with experience and qualifications. This role is eligible to participate in the Bank's annual incentive compensation plan, under which employees may earn a cash bonus based on the performance of the Company and the team, with an emphasis on financial results and risk management. Plan terms, eligibility, and payout amounts are

determined at the sole discretion of the Bank and are subject to change. This is a hybrid position, with a requirement to be in the office at least three days per week in McLean, Virginia.

Benefits

Chain Bridge offers a professional benefits package consistent with a regulated banking environment, including:

- Competitive base salary
- Comprehensive health benefits (medical, dental, and vision)
- 401(k) retirement plan with employer contribution
- Paid time off, including vacation, holidays, and sick leave
- Annual incentive compensation plan
- Professional development opportunities relevant to the role and the Bank's operating environment

Compliance

It is understood that complying with all applicable safety and soundness and consumer compliance laws and regulations, taking the annually required consumer compliance courses, and adhering to the policies and procedures that support compliance will all be factors considered when evaluating individual performance. Individual performance is rewarded in annual salary adjustments. Bank compliance with laws and regulations is a factor considered in the calculation of incentive compensation. The ratings that the Bank receives from its regulators and its auditors are factored into the annual incentive compensation calculation.

Your adherence to these laws and regulations and the policies and procedures that support them directly affect the Bank's compliance. Annual incentive compensation rewards team performance. An employee will not be eligible for incentive compensation unless he/she takes the consumer compliance courses required of all employees and all the required consumer compliance courses for his/her job description or job responsibilities by the end of each calendar year. All required consumer compliance courses for the applicable year will be outlined in the Compliance Management Program.

How to Apply

To apply, send a cover letter and resume in PDF format to hr@chainbridgebank.com.