



JPMorganChase

Vice President, AI/SEO Content Optimization Strategy

Columbus, OH, United States **and 2 more**

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JOB INFORMATION

Job Identification	210762990
Job Category	Marketing Strategy
Business Unit	Consumer & Community Banking
Posting Date	06/29/2026, 09:00 PM
Locations	 1111 Polaris Pkwy, Columbus, OH, 43240, US
Job Schedule	Full time
Job Shift	Day
Base Pay/Salary	New York,NY \$133,000.00-\$190,000.00

JOB DESCRIPTION

The xLOB Engagement Marketing team unites business units to deliver integrated, data-driven marketing strategies that elevate our brand and maximize organizational value. We focus on driving growth, reinforcing our value proposition, and leveraging insights to shape impactful strategies.

As a Vice President, AI/SEO Content Optimization strategist on the One Chase Engagement Marketing team, you will own the AI/SEO and AI-enabled content strategy for One Chase hubs, including Security Center and future hubs, ensuring customers can find and engage with Chase content across evolving search and discovery experiences. This role is built for a strategic operator who can translate shifting platform algorithms into a practical optimization roadmaps that protects and grows organic visibility and qualified visits. You will operationalize AI tools to optimize

taxonomy/metadata, accelerate content creation, and maintain a singular Chase brand voice while partnering across Product, Digital, Analytics, UX, and agency teams. You will define performance standards and governance that align stakeholders and mitigate risk as AI-powered search expands.

Job Responsibilities:

- Own the enterprise AI/SEO strategy for One Chase hubs, including Security Center and future hubs to be build, to expand customer exposure across mediums by monitoring visibility in AI-driven experiences and adjusting content patterns to improve retrieval and citation
- Protect and grow organic visibility and qualified visits through continuous optimization as algorithms, SERP features, and platform behaviors evolve.
- Define AI hub-level content strategy, including editorial standards, content pillars, and prioritization logic aligned to customer needs and hub objectives.
- Lead the strategy for optimization of site taxonomy, metadata, structured content patterns, and on-page SEO to improve discoverability and conversion across journeys.
- Operationalize AI-enabled content workflows that accelerate drafting, updating, and scaling content while enforcing brand voice, accuracy, and governance
- Partner with agencies and internal channel teams to execute SEO for existing and emerging hubs, including technical recommendations, content briefs, and measurement plans
- Establish performance measurement, dashboards, and test-and-learn routines to quantify impact, surface insights, and inform multi-quarter roadmaps
- Coordinate cross-functional stakeholders (Product, Digital, Analytics, UX, Insights, Risk/Legal/Compliance, and LOB partners) to align priorities, dependencies, and delivery timelines
- Assess risks and implement controls to ensure AI-enabled content operations meet brand, legal, compliance, and customer trust standards
- Prepare and deliver executive-ready updates with tradeoffs, risks, and recommendations to sustain momentum and decision velocity

Required qualifications, capabilities and skills:

- 7+ year in SEO, organic growth, or content strategy with a proven record of growing qualified organic traffic and defending it through algorithm changes
- Ability to translate shifting platform algorithms into durable, prioritized optimization roadmaps rather than one-off reactions
- Hands on expertise in answer and generative engine optimization (AEO/GEO); optimizing for AI overviews, answer engines, and AI assistants alongside traditional search
- Lead One Chase SEO across lines of business—owning strategy and execution for on-page and technical SEO, and building scalable optimization operations.
- Understanding/technical SEO skills across crawlability, indexation, site architecture, structured data, and page

- performance
- Demonstrated ability to build and manage content taxonomies, metadata standards, and information architecture patterns that improve discoverability and customer outcomes.
- Apply AI-enabled content operations expertise, including workflow design, prompt standards, quality assurance, and governance for brand voice consistency.
- Proven ability to shape content strategy around business priorities, using AI tools to optimize planning, prioritization, and execution against those goals and delivery of measurable outcomes
- Partner and collaborate effectively with agencies, vendors, and internal teams to drive delivery, accountability, and performance.
- Strong Communication skills, synthesizing complex initiatives into clear narratives, decision points, and recommendations.
- Strong analytics fluency, defining KPIs around qualified visits and engagement and connecting organic work to business results (Adobe Analytics, enterprise SEO platforms)

Preferred qualifications, capabilities, and skills

- Bachelor's degree in digital marketing, computer science or a business related field
- Operate with strong editorial rigor and attention to detail, ensuring accuracy, clarity, and customer-centric content quality.
- Leverage business modeling and prioritization frameworks to size impact and support investment decisions.
- Operate effectively in highly regulated environments with demonstrated partnership across Risk, Legal, and Compliance.
- Understand the marketing technology ecosystem and how SEO integrates with broader marketing and automation strategies
- Navigate risk and partner management requirements, including reviews and approvals in regulated environments and established control frameworks.

ABOUT US

Chase is a leading financial services firm, helping nearly half of America's households and small businesses achieve their financial goals through a broad range of financial products. Our mission is to create engaged, lifelong relationships and put our customers at the heart of everything we do. We also help small businesses, nonprofits and cities grow, delivering solutions to solve all their financial needs.

We offer a competitive total rewards package including base salary determined based on the role, experience, skill set and location. Those in eligible roles may receive commission-based pay and/or discretionary incentive compensation, paid in the form of cash and/or forfeitable equity, awarded in recognition of individual achievements and contributions. We also offer a range of benefits and programs to meet employee needs, based on eligibility. These benefits include comprehensive health care coverage, on-site health and wellness centers, a retirement savings plan, backup childcare, tuition reimbursement, mental health support, financial

coaching and more. Additional details about total compensation and benefits will be provided during the hiring process.

We recognize that our people are our strength and the diverse talents they bring to our global workforce are directly linked to our success. We are an equal opportunity employer and place a high value on diversity and inclusion at our company. We do not discriminate on the basis of any protected attribute, including race, religion, color, national origin, gender, sexual orientation, gender identity, gender expression, age, marital or veteran status, pregnancy or disability, or any other basis protected under applicable law. We also make reasonable accommodations for applicants' and employees' religious practices and beliefs, as well as mental health or physical disability needs. Visit our [FAQs](#) for more information about requesting an accommodation.

Equal Opportunity Employer/Disability/Veterans

ABOUT THE TEAM

Our Consumer & Community Banking division serves our Chase customers through a range of financial services, including personal banking, credit cards, mortgages, auto financing, investment advice, small business loans and payment processing. We're proud to lead the U.S. in credit card sales and deposit growth and have the most-used digital solutions – all while ranking first in customer satisfaction.

Marketing & Communications teams shape the firm's brand and protect and grow the firm's excellent reputation across the world. They deepen relationships with customers through shared passions with a best in class portfolio of partnerships including Madison Square Garden, The Chase Center & the US Open. Through the use of data and analytics, they create and deliver marketing campaigns or servicing messages through Chase.com, the mobile app, and paid media channels based on what is best for the customer.

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