

# PPC/PAID SEARCH STRATEGIST

The PPC/Paid Search Strategist is responsible for administering and managing Pay Per Click media strategies. The ideal candidate should be able to quickly mobilize and support campaigns that contribute to the success of comprehensive digital and content marketing initiatives.

*Position is approximately 20-30 hours per week.*

## Key Functional Areas of Responsibility

- Perform daily account management of Pay Per Click campaigns including Google AdWords, Facebook Advertising, and other social advertising and search platforms
- Provide recommendations and execute strategies for keyword opportunities, campaign structuring, audience targeting, and other facets of paid search
- Support the development of creative ad copy and design
- Monitor keyword bids along with daily and monthly account budgets
- Manage and maintain updates for large keyword lists including placement lists for campaigns using Google Display Network and other contextual advertising platforms
- Monitor and analyze campaign analytics through the utilization of online and offline reporting tools
- Generate weekly and monthly reports for all campaign KPIs
- Monitor and evaluate search results and search performance across major search channels
- Maintain close communication with team and management on issues of account development, timelines, and results
- Keep pace with search engine, PPC, and social advertising trends and developments

## Professional Competencies

- Passion for PPC, social advertising, and digital marketing
- Attention to detail and the ability to effectively multi-task in a deadline driven environment
- Ability to clearly and effectively communicate with team members and clients
- High levels of integrity, autonomy, and self-motivation
- Excellent analytical, organizational, and time management skills

## Professional Skills & Qualifications

- Strong understanding and prior demonstrative application of concepts related to Search Engine Marketing (SEM), Paid Search (PPC), and social media advertising

- Proficiency in PPC platforms including AdWords, Facebook, LinkedIn, and Twitter
- Experience with website analysis using a variety of analytics tools including Google Analytics as well as paid search platform reporting tools
- Proficiency in MS Excel, PowerPoint, and Word
- Google AdWords and Bing certification preferred