

PAID SEARCH MARKETING MANAGER

Member of Integrated Marketing Services Team

Reports to: Digital Media Director

Status: Regular Full Time, Exempt

LOVE & COMPANY

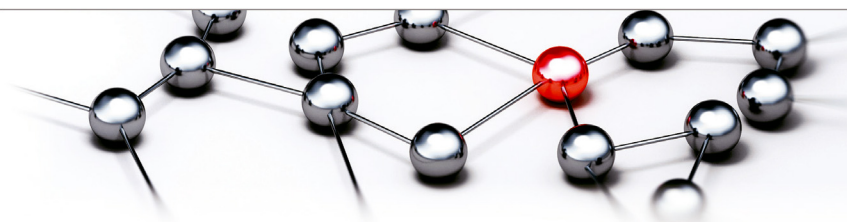
Love & Company, based in Frederick, Maryland, is a national leader in senior living marketing, research, branding, advertising and sales management. We take pride in having a top-notch team of creative marketing professionals with extensive experience in their specific areas of expertise as well as senior living.

POSITION OVERVIEW

The primary responsibility of the paid search manager is to drive both strategy and implantation of Paid Search across multiple engines.

The paid search manager provides oversight and manages paid search campaigns, keyword development, ad groups and all tracking/reporting. In addition, provides market insights for new/potential markets for clients, and presenting these ideas to clients.

The paid search manager manages, reviews and performs daily account responsibilities associated with Google AdWords, Yahoo, Bing and other search platforms for a variety of clients.



DETAILED POSITION RESPONSIBILITIES

- Manage, review, and perform daily account responsibilities associated with Google AdWords, Yahoo, Bing and other search platforms for a variety of clients
 - Maintain and monitor keyword bids, account daily and monthly budget caps, impression share, quality score and other important account metrics
 - Manage the creation of large keyword lists
 - Provide creative copy suggestions and graphical ad templates
 - Manage Display network placement lists on AdWords and through other contextual advertising platforms
- Provide recommendations and execute strategies for keyword opportunities, campaign structuring, targeting, display network and other facets of paid search in accordance with client goals
- Provide oversight and manage new paid search campaigns, ad groups, and accounts and aid in the creation of paid search marketing initiatives
- Provide oversight, manage, and generate weekly and monthly client reporting for all major metrics, goals tracking, revenue tracking and other paid search initiatives
 - Monitor and administer web analytics dashboards, reports and key reporting tools, and point out key areas of importance in accordance client goals
 - Monitor and evaluate search results and search performance across the major search channels
- Effectively collaborate and communicate with team members and clients
 - Communication to team and management on project development, timelines and results
 - Provide oversight and work closely with the other team members to meet client goals
- Keep pace with search engine and PPC industry trends and developments

ACCOUNTABILITIES & PERFORMANCE MEASURES

- Campaign performance
- Media buy performance
- Client retention
- Self-management & organization of tasks
- Seeks opportunities for account/project growth

QUALIFICATIONS

The individual should have the following experience and capabilities:

- 2-4 years minimum experience in PPC
- Passion for search and digital marketing
- High attention to detail
- AdWords certification
- BA/BS degree preferred
- Strong writing skills
- Desire to work with clients
- Technology and software proficiency

APPLICATION DETAILS

To apply, please submit online at: <https://loveandcompany.com/careers/>:

- A detailed letter explaining why you are interested in the position, the strengths and benefits you can bring to the firm, and the experience you have in the above areas
- Your resume
- Your salary requirements

NOTE: Resumes will ONLY be accepted with a cover letter and salary requirements.

Love & Company is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status.

