



Title: Paid Search Coordinator

Department: Digital

Reports to: Digital Manager

Job Summary:

The Paid Search Coordinator is responsible for managing accounts within Google Adwords to optimize and increase Search traffic

Overview:

- Manages the day to day operation and execution for 20+ accounts in Google Adwords
- Manage the account budgets: daily pacing, make recommendations, and budget adjustments by the Account Team
- Order monthly budgets for 20+ accounts
- Main point of contact for communication regarding a set number of clients
- Work with Account Team to ensure that all ads are compliant
- Optimize campaigns by customizing target audiences and utilizing top performing audiences (Affinity Interests, Ad Placements, Keywords, and Remarketing Lists)
- Assist with completing Paid Search account tasks as needed
- Monitor disapprovals and notification in Google Adwords for paid search
- Responsible for monthly reporting and analysis of accounts
- Knowledge of Bing Paid search, Video and Display marketing

Qualifications:

- College degree in Marketing or related field
- 2+ years' experience preferred
- Proficiency in MS Excel, PowerPoint, and Word
- Experience working with popular PPC ad platforms (AdWords, Yahoo, Bing) is preferred