



Title: Paid Search Assistant

Department: Digital

Reports to: Digital Manager

Job Summary:

The Paid Search Assistant will assist the paid search team with daily tasks and account maintenance.

Overview:

- Assist Digital Marketing and Account Teams with gathering information and executing setup tasks for paid search accounts
- Help maintain organization of PPC documentation on server
- Assist with the generation and analysis of monthly digital reports
- Monthly updates to retail messaging
- Responsible for delivering monthly co-op and compliance reports
- Order new account budgets each month
- Pull screenshots from the data studio for end of months reports, and help organize/edit the PowerPoints
- Review Google My Business monthly for pages to sync with PPC and display accounts
- Weekly keyword bid optimization
- Adjust monthly budgets
- Monitor the account automator software for accuracy
- Perform account audits when requested
- Review campaign and account labels for accuracy quarterly
- Check Call Rail numbers against AdWords for accuracy quarterly

Qualifications:

- Comprehensive working knowledge of Microsoft Office (Word, Excel, Outlook, Powerpoint)
- Attention to detail and deadline oriented
- Google Adwords and Google Analytics experience
- College degree in Marketing or related field