



Title: Paid Search Coordinator

Department: Digital

Reports to: Digital Manager

Job Summary:

In this role, you will be responsible for managing Google Ads accounts for 25+ clients, making sure that they receive the highest levels of search traffic. It's important to be at ease with numbers, as you'll be adjusting, ordering and making recommendations on monthly budgets for your clients. You'll also use your analytical skills to prepare monthly reports using Google Data Studio.

But this position isn't all numbers and spreadsheets. You'll also be the main point of contact on everything related to paid search for your clients. You will work with the account management team to communicate goals and progress as well as with the rest of the paid search team to divvy up tasks and solve problems. Since many of our clients have stringent advertising standards, there will also be plenty of collaboration with the account managers in making sure that your ads are compliant.

Most of all, we want our clients' advertising dollars to be spent effectively. That's why you will work to optimize paid search campaigns to the fullest. This means using advanced techniques like custom audience targeting, affinity interests, remarketing and keywords.

To grow your skillset and to become an even bigger asset to our team, the Paid Search Coordinator will learn the basics of Bing paid search as well as video and display marketing. With this knowledge, you can serve as backup for other team members and increase your knowledge of digital marketing on a holistic level.

Overview:

- Manages the day to day operation and execution for 25+ accounts in Google Ads
- Manages the account budgets: ordering monthly budget, daily pacing, make recommendations, and budget adjustments by the Account Team
- Completes monthly reports for all assigned clients using Google Data Studio
- Main point of contact for communication regarding all assigned 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)

- Knowledge of Bing Paid search, Video and Display marketing; backup for account management
- Assist with completing Paid Search account tasks as needed

Qualifications:

- College degree in Marketing or related field
- Proficiency in MS Excel, PowerPoint, and Word
- HTML experience a plus
- Familiarity with Google Analytics, WordPress, Website Platforms and Search Engine Optimization Tools a plus

To apply, send your resume and cover letter to
humanresources@strongautomotive.com