

Search Specialist

Responsible for leading the success of clients' online marketing programs which include paid and natural search as well as map optimization. The Search Specialist provides leadership on search strategies and optimization; builds strong relationships and establishes clear lines of communication with clients and internal staff members. This individual uses analytical skills and uses problem solving capabilities to assure flawless program execution to meet and exceed stated objectives.

Job functions:

Account Management

- Assumes accountability and ownership of search program successes and failures for several client accounts. Monitors and reports program financials, budgets and fees to senior management.
- Interfaces with other department leads to share ideas, communicate service offerings, and to identify and deliver new solutions for clients.
- Keeps management aware of key client opportunities, potential risks and other key nuances which affect the health of the business.
- Design and Build landing pages which correspond to search topics.

Program Management

- Directs and manages the daily work flow of all client search programs
- Creates and executes search account strategies and plans for each client.
- Reviews client deliverables for quality and ensures that recommendations and work product are sound and viable.
- Develops and modifies bidding strategies and effectively manages keyword strategies on paid search engines.
- Understands natural search optimization best practices and articulates knowledge and client deliverables effectively.

Additional Responsibilities

- Meets specified deadlines.
- Provides excellent communication via phone, emails and direct contact.
- Effectively creates and delivers client presentations.
- Performs data analysis of key metrics to identify, recommend and implement changes for increasing the performance of client programs.
- Assists in training, mentoring, and developing team members.
- Adopts stated account management standards and program management best practices.
- Embraces and encourages a culture based on team work, collaboration, and intellectual curiosity.
- Performs tasks and projects identified by management
- Attends all necessary training and applies new skills to job.

Education/Experience Requirements

- Bachelors degree, concentration in business, marketing, or advertising preferred
- 1-2 years of account management experience in online advertising or direct marketing
- Search Engine Marketing Experience
- Demonstrated problem solving and project management skills
- Able to work independently and balance multiple tasks
- Knowledge of HTML and CSS preferred