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Digital Marketing Specialist, PPC

Agency Overview

We are a Kansas City-based, full-service agency specializing in the building products industry. For 20+ years, we've partnered with our clients to dig in, get our hands dirty, and produce results-driven (and award-winning!) work for our clients, having fun and developing decades long relationships in the process. The building industry is booming and so is our business, that's why we are seeking talented, hard-working individuals who aren't afraid to wear many hats, sometimes even hard hats, to get the job done!

Description

The Digital Marketing Specialist, PPC serves an important role within the growing Digital Marketing Team, they are responsible for client initiatives that make a real, measurable impact on their business. The primary focus of the Digital Marketing Specialist, PPC is day-to-day execution of digital marketing tactics such as paid search and display, as well as organic and paid social media. This role reports to the Director of Digital Strategy with potential for promotion into the Digital Marketing Analyst role.

The ideal candidate is able to work independently or collaboratively and manage multiple shifting priorities to deliver projects on time and per client specifications. The ideal Digital Marketing Specialist, PPC has one to two years of hands-on experience managing digital marketing tactics; pay per click advertising, and paid/organic social media marketing.

Responsibilities

- Builds and manages paid media campaigns for multiple clients, provides reporting and insights
- Collaborates with Director of Digital Strategy and Account team to develop client recommendations
- Works with Creative and Account team to develop social media and blog content calendars and schedule posts, provide reporting and feedback
- Develops cross channel media plans, integrating efforts from paid search, display, paid social, etc.
- Manages client media budgets closely, continually optimizing pacing and bid strategies
- Creates and launches ad campaigns using provided inputs from creative and account service
- Leverages available tools to develop recommendations for client, coordinates efforts to execute with external and internal resources

Qualifications

- Degree from higher education institution or equivalent experience
- Hands on experience executing PPC and organic/paid social media
- High competency in Google tools such as Ads, Search Console, Data Studio and Analytics
- Skilled in using both native social media platforms and tools such as Sprout or Hootsuite
- Ability to build reporting dashboards and utilize UTM tracking, measure results

Hiring organization

ER Marketing

Job Location

908 Broadway, 64105, Kansas City, Missouri, USA

Date posted

January 9, 2023

Valid through

31.12.2023

and provide analysis, insights and recommendations for improvement

- Excellent problem solving and critical thinking skills
- Skilled in presenting complex media plans and goals in clear and helpful way to clients
- High attention to detail and adherence to quality assurance processes

Ability to Apply ER Marketing's Core Values to their Role

Curiosity

- Capacity and willingness to learn new concepts and processes information quickly
- Applies Identify, Discuss, Solve (IDS) thinking to issues to develop solutions
- Shows initiative in seeking answers and information independently
- Regularly monitors ad performance and asks "why" performance is either above or below expectations
- Applies Identify, Discuss, Solve (IDS) thinking to issues to develop solutions
- Continually asking, "did that deliver to the client objective?"
- Seeks information independently (avoids asking "have you seen my shoes?")

Respect

- Outgoing "can do" attitude and customer service approach to clients
- Practices courtesy and understanding of other's roles and how Digital Specialist work impacts them
- Manages client budget closely and treats it as if it were "their own money"
- Responds in a timely manner to agency and client questions
- Consistently arrives on time, fully present and prepared for all meetings

Accountability

- Ability to work independently and manage own time and deliverables
- Adheres to high ethical standards, openly shares information, provides transparency to clients and internal team
- Willing to admit mistakes and adopt changes to prevent them in the future
- Consistently Reliable – Do what you say you will do.

Performance

- Regularly succeeds in helping clients reach paid media goals
- Looks for ways to bring value to clients through expert insights and recommendations
- Delivers projects and campaigns on time and on budget

Job Benefits

What we Offer:

- Competitive salary and benefits
- Unlimited PTO
- Work from home Fridays
- Company funded 401K contribution
- Professional development and training opportunities
- Work in downtown KC — office dogs, VR, treadmills, and snacks/lattes available for brain breaks!