

# SEM Manager

(Company Description & Introduction)

## Overview:

(COMPANY NAME) is seeking a Search Campaign Manager to manage pay-per-click (PPC) marketing activities. The Search Engine Marketing (SEM) Campaign Manager will manage all paid search campaigns on Google Ads, as well as other search and display marketing engines. A successful Campaign Manager will effectively manage the paid search budget and work with the social and accounts team in order to maximize ROI, drive traffic, and customers.

## Essential Functions:

- Execute tests, collect and analyze data, identify trends and insights in order to achieve maximum ROI in paid search campaigns
- Track, report, and analyze website analytics and PPC initiatives and campaigns across all channels including Google Ads, Bing Ads, Programmatic Display, OTT, Pre-roll Video, Audio
- Manage campaign expenses, stay on budget, estimate monthly costs, and reconcile discrepancies
- Optimize ad copy, keywords, and bidding strategies for paid search engine marketing campaigns
- Perform ongoing paid keyword discovery, expansion, and optimization
- Provides insight to all SEM Specialists and Coordinators as needed
- Stay abreast of key industry trends, competitive insights, and emerging social media/marketing technologies and report on best practices
- Leads routine client meetings for performance reporting

## Qualifications:

- 2-3 years managing PPC campaigns/accounts in Google Ads
- Bachelor's degree (in communications, marketing, or a related field preferred)
- Proven SEM experience and success managing PPC campaigns across Google, Yahoo, and Bing
- Well-versed in performance marketing, conversion, and online customer acquisition
- Up-to-date with the latest trends and best practices in search engine marketing
- Experience with bid management tools (e.g., Optmyzr, Search Ignite)
- Experience with website analytics tools (e.g., Google Analytics, WebTrends)

- Strong analytical skills and experience generating SEM reports
- Strong client communication/presentation skills