



At &Barr, we believe it's not what you do, it's why you do it. Your purpose should be why you thrive from day-to-day; therefore, this job description is designed to outline primary duties, qualifications we look for, and job scope, but not limit you to the description identified. It is our expectation that team members offer their services wherever and whenever necessary to ensure we are the agency of choice for both great brands and top talent.

JOB DESCRIPTION

Search Engine Marketing (SEM) / Paid Search Strategist

REPORTS TO:

Director of Digital Media & Analytics

JOB SUMMARY:

The SEM Strategist will manage paid search, display, and video on platforms through Google and Bing. This position will receive direction and budget info from the account service or planning teams and interface with digital media, client services, and PR team members to ensure client goals are being met or exceeded. This position should also respond well to a quickly evolving advertising environment that serves many clients from a variety of industries.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Develop SEM strategies for new clients and campaigns
- Conduct competitive research to gather ideas for ad copy tactics, new strategic approaches, and variations on calls to action
- Set up, coordinate, manage, and pace all paid search campaigns on Google and Bing
- Set up, coordinate, manage, and pace all Google Display Network campaigns on Google
- Write compelling ad copy and develop calls to action for paid search campaigns
- Test and optimize paid search ad copy and AdWords display/video creative with A/B tests
- Optimize campaigns regularly using a combination of direct optimization (such as manual bid or budget adjustment) and automatic optimization in campaign management tools (such as automatic bid rules)
- Assist in training paid search specialists and serve as a guide for questions, recommendations and suggestions
- Coordinate with representatives from SEM platforms on new initiatives, beta test opportunities, and optimization recommendations
- Lead in campaign measurement strategy development and tracking implementation
- Review campaign performance regularly to ensure alignment with and optimization towards client goals
- Strive to ensure that data provided by campaign management tools and used in analysis is accurate and robust
- Identify and investigate gaps in pay-per-click campaign data capture and reporting
- Monitor newly launched or refreshed programs and campaigns for tracking and reporting issues
- Collaborate with agency team members and vendors to assist with data collection, analysis, and report production
- Conduct analysis on SEM data and respond to analysis and reporting requests
- Develop subject matter expertise and stay informed on the latest trends in SEM advertising through webinars, whitepapers, training, and other professional development opportunities
- Consistently demonstrates sound judgement and strategic thinking, in accordance with Agency's mission, vision, and values and never sacrifices quality for speed.

**QUALIFICATIONS:**

- Bachelor's Degree in related field
- Minimum three years paid search advertising experience
- Google AdWords certification
- Technical competence and experience with SEM platforms and running campaigns for AdWords and GDN
- Knowledgeable in Excel, especially conducting advance analysis using formulas and pivot tables
- Ability to handle stressful situations and deadline pressures well
- Ability to plan and carry out responsibilities with minimal direction
- Demonstrate a high level of initiative and work well in a team environment
- Detail-oriented and analytical

COMMUNICATION ABILITY:

Ability to read, analyze and interpret information from a variety of sources, such as trade journals, research reports, white papers and data to effectively present information in one-on-one and group situations to customers, clients and other employees of the organization.

REASONING ABILITY:

Ability to define problems, collect information, establish facts and draw valid conclusions based upon information furnished in written, oral or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

COMPUTER SKILLS:

Computer proficiency, specifically spreadsheet, word processing, database, Internet and email applications. MS Office preferred. Workamajig experience a plus.

LEADERSHIP RESPONSIBILITIES:

Does not supervise the work of others.

WORK ENVIRONMENT:

Fast-paced, energetic, creative environment. Occasional travel and overtime may be required.

PHYSICAL DEMANDS:

While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to walk; sit and use hands to finger, handle or feel. The employee is occasionally required to stand; reach with hands and arms; stoop, kneel, crouch and crawl. The vision requirements include ability to adjust focus and close vision. Reasonable accommodations may be made to enable individuals to perform the essential functions.