



# POSITION PROFILE

## PAID SEARCH MANAGER

### AUGUST 2019

*This search is managed in partnership with Summit Search Solutions, Inc.*

## THE INSTITUTION

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Established in 1952 to build on the pioneering work of Alfred Adler, the first community psychologist, Adler University educates students to engage the world and create a more just society. The University changed its name from the Adler School of Professional Psychology in January 2015 to reflect its growing scope of programs and more strongly support its vision as the leading academic institution advancing socially responsible practice, healthy communities, and a more just society. Over 1,400 students are enrolled in Adler's masters and doctoral programs for social change on campuses in downtown Chicago and Vancouver, and an Online Campus. Through practica, internships, training and community engagement with hundreds of community partners, Adler's students provide more than 580,000 direct service hours to communities each year.

Adler's Institute and Centers engage students, faculty, practitioners, and communities in advocacy, applied research, and action for social justice. Adler University holds the Community Engagement Classification by the Carnegie Foundation for the Advancement of Teaching, recognizing higher institution practices for exemplary community engagement. In addition, Adler University was honored with the President's Higher Education Community Service Award in 2016.

For 65 years, the institution has adhered to the Adlerian principles upon which it was founded and will continue to do so. In fall 2014, Adler embarked on developing a new five-year strategic plan envisioning the University's impact through the year 2020. A team of students, alumni, faculty, staff, and trustees solicited input from across our campuses, alumni, and external partner communities. The result is Adler University's 2015-2020 Strategic Plan. Through realizing the strategies and goals of this plan, Adler University will:

- Become even more clear, vibrant, and powerful in its work to advance a more just society – through fidelity to its legacy and to the vision and principles of Alfred Adler.
- Offer baccalaureate, master's, and doctoral-level education in a range of practice-oriented disciplines, with academic programs designed to advance community health and social justice.
- Be recognized for leadership in socially responsible practice, innovation in measuring mission and impact, and breaking ground in online pedagogy.
- Offer a degree or certificate program within a marginalized community in a radical new format.
- Have completed its first comprehensive fundraising campaign and will enter its second campaign, ensuring long-term sustainability, engagement, and excellence in higher education.

Read more: <http://www.adler.edu>

Adler University is accredited by the Higher Learning Commission.

**Location:** 17 N. Dearborn Street, Chicago, IL 60602

## THE POSITION

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Adler University is seeking a dynamic, self-motivated individual with experience in paid search advertising, direct response lead generation, marketing performance analysis, and budget forecasting to serve as Paid Search Manager within a private, non-profit higher education institution.

The Paid Search Manager is responsible for the development and execution of effective paid search initiatives and identifying and leveraging new market opportunities for the University. Working closely with the Director of Enrollment Marketing, this position will be responsible for analyzing campaign data to develop paid search strategies, campaign optimization, effective budget management, and efficient return on ad spend. This role will also be accountable for accurate forecasting of monthly lead volume and spend as well as creating regular reporting and presenting results to senior leadership.

The Paid Search Manager will primarily own strategy, implementation, and performance for PPC advertising within Google Search and Bing, however a working knowledge of paid social marketing within Facebook and LinkedIn will also be required.

### Primary Responsibilities:

- Analyze and execute paid search campaigns for a portfolio of 20+ programs
- Plan, develop, and implement comprehensive paid search strategies to drive direct response, qualified leads that contribute to new student acquisitions
- Build out and/or optimize campaigns, ad groups, keywords and ad copy; manage day-to-day performance of PPC channels, specifically Google and Bing
- Daily maintenance of paid search campaigns including monitoring accounts and performance, troubleshooting issues, and identifying new opportunities
- Execute bid and other campaign changes based on pacing and performance to monthly goals
- Collaborate with the Paid Social Manager and other marketing team members on PPC optimization strategies
- Assist on occasion with paid social media campaign adjustments and maintenance
- Perform audience research to develop new campaign ideas for PPC and contextual channels
- Use 3rd party tools to optimize campaigns (ie. Google Analytics, Tableau, Salesforce, etc)
- Analyze key performance data (top of funnel to bottom) within managed PPC channels - analyze and optimize the lead volume and cost efficiency of individual campaigns; adjust strategy and budgets accordingly
- Develop and maintain performance reporting, both scheduled and ad hoc
- Conduct keyword research, collaborate on ad copy, and establish bidding strategies to meet and exceed KPIs
- Generate clear and concise reporting narratives to help recap and review results
- Stay abreast of innovations within SEM and the competitive landscape to develop relevant, successful strategies
- Other duties as assigned

## QUALIFICATIONS

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- Bachelor's degree in marketing, advertising, business, or other relevant fields of study
- Minimum 5 years of paid search experience with Google AdWords (Re-marketing, Display, Search) and Bing
- Some experience with Facebook/Instagram and LinkedIn Advertising preferred
- Deep knowledge of the SEM industry and the paid search advertising model
- Familiarization with creative testing and executing a/b and multivariate tests

- Proven track record of developing actionable recommendations from quantitative analysis that meets or exceeds performance goals
- Excellent analytical, organizational, project management skills and the ability to work under pressure with tight timelines
- Familiarity with how digital ads are served and tracked using pixels, URL parameters, etc.
- Experience with keyword research tools and web analytics tools (Google Analytics), as well as how to use these tools in paid search campaigns
- Strong Microsoft Excel skills: pivot tables, VLOOKUPS and chart building
- Extremely well organized; able to balance timelines, competing priorities, and business needs across multiple programs
- Experience conducting analysis for and presenting to senior-level I
- CRM experience (Salesforce preferred)
- Knowledge of web usability, user experience, and conversion optimization preferred
- Basic HTML/CSS; CMS (WordPress) experience preferred

## TO APPLY

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Confidential review of applications will begin immediately and continue until the position is filled. Applications should include a cover letter outlining your interest in and qualifications for this position, along with your resume.

To apply online, click here: <https://theapplicantmanager.com/jobs?pos=su167>

### For nominations or further information:

**Beth Baldino**

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This institution provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, national origin, age, disability, genetic information, marital status or status as a covered veteran in accordance with applicable state and local laws governing nondiscrimination in employment.



*Summit Search Solutions, Inc. is a boutique executive search firm dedicated to serving education, healthcare and not-for-profit communities nationwide. Based in Asheville, NC, Summit has a team of experienced recruiting consultants in strategic locations across the country including California, Kansas, New York, North Carolina and Oregon.*





## CHICAGO, ILLINOIS

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Few cities in the world can match the character and culture of Chicago. Visitors and residents alike find world-class dining, museums, entertainment, and striking architecture in the largest and most visited city in the Midwest.

Chicago is the third most populous city in the United States with approximately 2.7 million residents. The city is traversed by the Chicago and Calumet rivers, and with many parks and green spaces, the city offers stunning natural beauty along with an urban landscape. Lake Michigan offers a wonderful escape, and Chicagoans can stroll the shoreline, play volleyball, bike, or jog along the lakefront. The Chicago Park District consists of 552 parks with over 7,300 acres of municipal parkland. There are thirty-three sand beaches, two world-class conservatories, sixteen historic lagoons, and ten bird and wildlife gardens.

As a multicultural city that thrives on the harmony and diversity of its neighborhoods, Chicago today embodies the values of America's heartland - integrity, hard work, and community and reflects the ideals in the social fabric of its 77 distinct neighborhoods. Some favorite ethnic communities to explore in Chicago include Greektown, Chinatown, Ukrainian Village, and Little Italy.

- Chicago has one of the most inclusive LGBTQ+ communities in the nation. It was named **"City of the Year"** by GayCities.com.
- Time Out magazine ranked Chicago the **best city in the world** in 2018.
- Chicago is recognized across the United States as a very passionate sports town. With professional teams such as the: the Chicago Bears, Blackhawks, Bulls, Fire, Cubs, and White Sox.

The dining choices in the Chicago area are as diverse as the people are, and everything from ethnic food to contemporary and innovative dining can be found. The city is home to twenty-three Michelin-starred restaurants. *Saveur* magazine even dubbed Chicago "America's new culinary star."

Chicago has long been known for theatre, from big productions at landmark venues in Chicago's downtown Theatre District to experimental works at small storefront theaters in outlying neighborhoods. When it comes to music, there are live performances of every kind every night of the week, although jazz and blues have a special place in the city's cultural history.

Chicago is a travel hub, which means it is easy to get to and from anywhere in the country or the world. Chicago is served by Midway International Airport on the south side and O'Hare International Airport, the world's third busiest airport, on the far northwest side. Once one is in Chicago, there are many convenient options for getting around, from bike paths and L trains to buses and cabs.

*For additional information on Chicago, please visit:*

<http://www.choosechicago.com/>

<http://www.cityofchicago.org/city/en.html>