



POSITION PROFILE

PAID SEARCH MANAGER - VIRTUAL

AUGUST 2019



This private, non-profit higher education institution, located in downtown Chicago, chooses to remain anonymous during the initial phase of this search and is working in partnership with Summit Search Solutions, Inc.

THE POSITION

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. 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

- 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
- Minimum 3 years experience with Facebook/Instagram and LinkedIn Advertising
- 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

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:

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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.