

Paid Search Strategist

Reports To: Senior Paid Search Strategist

Oversees: Associate Search Strategist

Role Responsibilities:

- Maintain client status document
- Compose and send client status emails and notes (following prescribed format), and manage client communication - respond to emails, etc
- Delivery of phone and in-person presentations of material direct to client
- Assist in team project management and oversight of associate deliverables and reporting production
- Assist in creation of long/short term strategy and deliverable ideas for clients
- Creation of deliverables
- Review associate reporting and deliverables
- Ability to identify particular SEM behaviors and create immediate action items on them
- Attend all team meetings and actively contribute
- Effectively train associates and or interns
- Sharing findings within agency (SEM lunch, etc.)

Role Abilities:

- Demonstrates basic professionalism
- Ability to speak and write clearly and persuasively
- Client/Phone presentations
- Team training presentations
- Ability to maintain strong client communication
- Must be able to take and apply all forms of constructive criticism
- Strong organizational skills and detailed orientation
- Adaptable to change and ability to multi-task
- Ability to successfully manage personal workflow and to achieve on time delivery of projects and reports
- Demonstration of resourcefulness and the initiative to participate in advanced projects
- Ability to work autonomously and demonstrate self-started qualities and to research SEM issues and formulate solutions
- Ability to draw critical analysis from data and make specific recommendations
- Understanding of higher level strategic SEM thinking and opportunities
- Ability to fulfill set strategy by creating deliverables and specific recommendations - Including account structure and implementation, optimizations, conditional testing, tracking, and overall management
- Required daily management of all clients on roster
- Mastered understanding of reported metrics and what they mean
- Ability to seamlessly audit and identify industry "red flags" within Paid Search accounts, and correct them
- Define all Morpheus services/disciplines
- Basic awareness of SEM industry and digital marketing
- Advanced computer skills (Word, Excel, PowerPoint)
- Competency with basic keyword research tools
- Understanding of search engine properties, behaviors, and opportunities
- Working ability to create client relevant ad hoc reporting docs for both internal and external use
- Understanding of core success metrics for Paid Search – ie Traffic based – CTR, CPC, Avg. Pos., etc. / Conversion based – CVR, ROI, CPA, etc.
- Working ability to dynamically optimize accounts based on client goals
- Mastery of relevant SEM management platforms, as well as search engine UIs
- Working knowledge of relevant third party reporting and analytics platforms (i.e. Google Analytics, Coremetrics, Omniture, etc.)
- Demonstrate leadership and ownership through client and team work
- Demonstrate SEM leadership by continuing to learn/gather information about SEM
- Become an expert in a sub-category of SEM
- Proactively taking on responsibilities and client deliverables, and exploring the digital space (blogs, forums, webinars, etc)