

Senior Paid Search Strategist

Reports to: Associate Director/Manager of Client & Media Strategy

Oversees: Paid Search Strategist & Associate Paid Search Strategist

Role Responsibilities:

- Ability to present and articulate advanced SEM strategies
- Executive level client presentations
- Coordinate and chair client discovery meetings, as assigned by the AD
- Run and manage client calls as assigned by the AD, and all SEM portions of client calls
- Must be able to take & apply all forms of constructive criticism
- Generation, implementation, and management of complete client SEM strategy. Includes: Long and short term strategy; milestones, SEM goals, deliverables etc; adaptability to changes in landscape; comprehensive testing ideas supporting core goals
- Creation of executive level presentations, strategies, and client specific reporting templates
- Remain up-to-date on industry news that can impact clients
- Active participant in SEM lunch, including: presenting new and current ideas and opportunities, translating client success stories to SEM peers; establish yourself as a resource by providing insight and guidance to other team members
- Active and constructive participant in Senior management meetings
- Oversight of all client and team SEM activities
- Manage project workflow and deliverable review process
- Involvement in setting strategist goals and oversight of goal progress as related to SEM
- Delegation of client deliverables
- Lead by example to strategist and associate level
- Creation of process and procedures to increase productivity
- Effectively manage client load
- Facilitate strategist in becoming more efficient in work-flow and productivity
- Manage client deliverable schedule and calendars
- Develop analyses that lead to optimization recommendations and new strategies

Role Abilities:

- Advanced professional demeanor
- Ability to communicate on a high level, and maintain strong client relationships
- Must be able to take and apply all forms of constructive criticism
- Strong client and team leadership qualities
- Ability to be an advanced technical/discipline leader, and manage client relations without direct manager/AD level involvement
- Must be able to translate client goals into actionable SEM strategy
- Must be able to draw critical analysis from data and make specific recommendations – i.e. adapted to change strategies and recommendations based on data sets
- Ability to cross pollinate ideas & strategy from disciplines, other teams, or clients
- Comprehensive understanding of higher level SEM strategies and how they correlate to other disciplines
- Complete understanding of all SEM tool sets based on client setup, for example: DART Search, IgnitionOne, Google Analytics, AdWords, AdWords Editor, AdCenter, Omniture, Coremetrics, etc.
- Integration with all pertinent publisher reps, specific to client executions
- Mastery of all fundamental SEM concepts
- Strong organizational skills, detailed orientation and project management ability
- Adaptable to change and ability to multi-task
- Demonstration of resourcefulness and the initiative to lead advanced projects
- Ability to research SEM issues and formulate solutions