

Director of Search Marketing

This position is responsible for leading the development and execution of customized search marketing strategies. This role will lead the development of strategy, deep integration and alignment with each business unit and their marketing objectives. In addition, this role will focus on maximizing ROI related to search marketing across the enterprise. The ability to drive business impact is an imperative, as is the ability to recommend new strategies and to optimize existing campaigns

Essential Job Functions:

1. Manage SEM agency
2. Allocate and manage budget appropriately
3. Performance reporting with insights and optimization recommendations
4. Drive strategic program development and identify areas for improvements and growth.
5. Create and test ad copy plans and optimization schedule
6. Work across organization with Marketing Managers, SEO Manager, Sales and IT.
7. Track campaign activity through daily pacing reports, weekly analysis reports, and monthly budget allocation reporting.
8. Conduct extensive keyword research, analyze, and test keyword performance across multiple channels and accounts.
9. Landing page testing, A/B testing, and optimization to deliver best possible click through rates and conversion rates.
10. Manage Marketing Manager, Online Marketing
11. Daily use of reporting and analytics, including but not limited to Google Analytics, Kenshoo and Tableau.

Knowledge, Skill, and Abilities:

1. Working experience with KenshooLocal bid management platform.
2. 5 - 8 years' SEM experience, simultaneously managing a portfolio of 4+ accounts.
3. B2B experience preferred
4. Demonstrated strong performance in prior roles, with increasing levels of responsibilities and excellent project management skills
5. Collaborative management style
6. Excellent attention to detail
7. Experience in managing large scale, complex paid search campaigns
8. Understanding of Display Media, SEO, Affiliates, Feeds, Mobile, Social and attribution and influence on Paid Search Activities
9. Above average interpersonal communication skills

Education, Experience, and Certification:

1. Bachelor's Degree
2. Google Adwords Certification
3. KenshooLocal Certification preferred, but not required
4. Managing direct reports

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