

# PPC & SEO MANAGER

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## **Responsibilities include:**

- Launching and optimizing PPC campaigns
- Monitoring budgets and overseeing search platform accounts
- Tracking KPIs and producing useful reports for management
- Developing and implementing effective search engine optimization (SEO) strategies
- Coordinating content, design, social media, pay-per-click (PPC) marketing and other activities
- Managing offsite and onsite optimization projects and reporting on performance

## **Job brief**

We are looking for an SEO & PPC (Pay Per Click) Manager to run PPC campaigns and monitor paid search budgets. In this role, you should be well-versed in principles of search engine marketing (SEM) including search engine optimization (SEO.) Your goal will be to ensure our online marketing efforts have the highest possible return on investment (ROI.)

Coordinated SEO efforts will include onsite and offsite optimization and keyword expansion research. You'll also oversee paid search campaigns to ensure their success. Current knowledge of SEO practices and techniques is essential to this role. Your goal will be to ensure that content is search-engine friendly and optimized to increase our company's profitability.

We are looking for an analytical and perceptive professional who is a skilled communicator and able to collaborate with various teams.

## **Responsibilities**

- Participate in forming effective paid search strategies
- Launch and optimize various PPC campaigns
- Oversee accounts on search platforms (e.g. Google AdWords, Bing)
- Be involved in keyword selection and audience targeting
- Monitor budget and adjust bids to gain better ROI
- Track KPIs to assess performance and pinpoint issues
- Produce reports for management (e.g. dashboards)
- Write attractive and concise copy for adverts
- Suggest and develop new campaigns across multiple channels
- Maintain partnerships with PPC ad platforms and vendors
- Find ways to reduce risk of click fraud
- Keep abreast of PPC and SEM trends

- Develop and execute successful SEO strategies
- Conduct keyword research to guide content teams
- Review technical SEO issues and recommend fixes
- Optimize website content, landing pages and paid search copy
- Direct off-page optimization projects (e.g. link-building)
- Collect data and report on traffic, rankings and other SEO aspects
- Work with social media and PPC teams to optimize campaigns
- Keep abreast of SEO and integrated marketing trends

## **Requirements**

- Proven experience as a PPC Manager or Digital Marketing Strategist
- Experience in data analysis and reporting
- Knowledge of SEO and digital marketing concepts
- Familiarity with multiple platforms (e.g. AdWords, Facebook, Yahoo) is preferred
- Proficient in MS Office (particularly Excel)
- Excellent communication skills
- Analytical thinking with strong math skills
- Proven experience as SEO Manager, SEM Manager or similar role
- Knowledge of standard and current SEO practices
- Experience with SEO reporting
- Familiarity with relevant web analytics tools
- Excellent communication skills
- Strong organizational and leadership skills
- Analytical mindset with numerical aptitude
- BSc/BA in Marketing, Business or related field
- AdWords certification is a plus