

Digital Marketing Specialist

The Digital Marketing Specialist will be responsible for the overall creation and management of pay-per-click marketing campaigns and monitoring and improving the search engine rankings for client content. This full-time position will work closely with Media Planner/Buyers as well as Content and Digital Strategists to ensure strategic alignment across teams to implement best practices and measure performance.

Primary Field of Expertise - PPC Implementation:

- Conduct keyword research and selection for pay-per-click campaigns
- Proactively make strategic PPC campaign recommendations
- Utilize bid management tools and data modeling to maximize the effectiveness of PPC campaigns.
- Monitor campaign results, analyze key metrics, and optimize click-through and conversion rates.
- Generate creative variations to drive users to click on the ad and adapt variations based on incoming data and audience behavior.
- Optimize landing pages for search engine quality score.
- Serve as liaison with paid search engine contacts.

Secondary Field of Expertise - SEO Knowledge:

- Based on keyword research, provide prioritized SEO On-Site and Offsite Optimization
- Define authoritative landing pages in collaboration with stakeholders
- Provide all SEO best practices, including: domain, subdomains, URL structure-making site accessible to Search Engines-creating optimal information architecture
- Solutions for duplicate content (redirects, canonical tags, robots.txt, etc)
- SEO copywriting including: title, meta descriptions, heading tags, press release optimization
- Content optimization - provide best practices, audit continuously
- Maintain search engine visibility during and after a site redesign, platform migration or domain changes.
- Ensure that all onsite social media best practices are integrated
- Create consistent optimized internal linking strategy and process.
- Web Directory Submissions and Press Release Optimization:
- Measure and monitor inbound link performance.
- Modify linking strategy relative to performance.

Research, Reports and Case Studies:

- Generate Analytics reports for stakeholders and departments, including search analytics, keyword ranking performance, competitive ranking and link performance
- Compile industry research, competitive landscape information, and trade intelligence for SEO strategy development and optimization.

This solution-oriented position requires excellent written, speaking, and presentation skills across all levels of management, staff, and client groups, strategic partners, and with outside analysts. This includes the ability to collaborate and encourage teamwork and to facilitate communication between people with different levels of expertise.

Desired Skills and Experience

Qualifications / Skills:

- Minimum 1 year of experience as a PPC campaign optimizer for both social media platforms, Google Adwords & Bing.
- Must have knowledge of Google Adwords & Facebook Ads Manager, Twitter's Ad Platform and LinkedIn's ad platform.
- Minimum 1 year of experience with Google Analytics.
- Extensive hands-on experience with SEO and PPC diagnostic and analytic tools / Webmaster Tools, etc.
- Ability to perform research, analyze websites, document changes, and make decisions regarding optimization approach
- Ability to compile and analyze search data and metrics and make decisions regarding campaign direction.
- Ability to perform click through rate, conversion, spend and creative analysis to identify growth/optimization opportunities.
- Google AdWords certification is a plus. If candidate is not Google Adwords certified, it will be a requirement to obtain certification within 30 days of start date.

Education

B.A. or B.S. / Preferred : Marketing

How To Apply:

Please visit <https://ontargetwebsolutions.com/careers/> and fill out the form or email resumes to tom.jelneck@ontargetwebsolutions.com. No Phone Calls Please.

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