



Job Posting Request Form

Company Name

Media Place Partners

Position Title

AWESOME Paid Search Specialist

Job Description

Media Place Partners is an independent media firm located in Grand Rapids, Michigan. We provide advertising and media services with expertise across both digital and traditional channels.

We are looking for an energetic professional to work within the Search Advertising department. This role includes internal advertiser responsibilities, such as campaign deployment, keyword research, text ad copy writing, monitoring and optimizing campaign performance, reporting and client communication. The ideal candidate will have experience in search marketing or digital advertising, the ability to learn and adapt quickly, and meticulous attention to detail.

Responsibilities:

- Strategize, plan, launch, and manage multiple search campaigns for clients across several industries
- Optimize paid search campaigns using learned techniques and creative solutions that will move the campaign towards client goals
- Provide outstanding customer and account support, both internally and externally
- Perform educated & data driven keyword research
- Write compelling ad copy within limited character counts that articulates client messages
- Provide regular reports and insights into the performance of paid search campaigns and deliver these results in the form of client-facing emails, calls, and in-person meetings

Requirements:

- Experience with Google Marketing products (especially Google Ads for paid search and Google Analytics)
- 6 - 18 months paid search experience

- Proven track record of success in previous work experiences
- Ability to effectively operate with high energy and flexibility in a fast-paced, constantly evolving team environment
- High proficiency in Microsoft Excel, including effective use of pivot tables and v-lookups
- Naturally proactive and autonomous, with a passion for learning and creative problem solving
- Exceptional written communication skills or copywriting experience
- Effective multi-tasker, able to manage a wide range of projects at any given time
- A high level of understanding of data and how to work with it
- Understanding of digital advertising strategy, technology & management, or advertising-related course work

Preferred Qualifications:

- Proven understanding of both organic and paid search marketing
- Advanced data or reporting experience
- Google Data Studio & Google Tag Manager experience
- Experience with Google Ads Editor or other ad management software
- Client management experience

Please send resume to
careers@mediaplacepartners.com.
Please no phone calls.

Contact Name

Sarah Liscombe

Contact Phone Number

(616) 285-5429

Contact Email

s.liscombe@mediaplacepartners.com

What type of job is this?

Full Time

Position Opening Date

Thursday, December 3, 2020

Position Closing Date

Sunday, January 31, 2021

Does your job posting relate to one of RU's majors? If so, please notify the department chair for this major. (select all that may apply)

Mass Communication (School of Business
and Professional Studies)

PDF attachment of job details



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