



**Title/Position:** Search Specialist  
**Department:** Media Campaign Management  
**Reports To:** VP Media & Campaign Management

### Overview

Response Media is a full-service digital and direct agency that intelligently combines customer acquisition/lead generation with personalized and relevant email marketing. Our proven approach integrates data-driven strategy, performance-based media, marketing automation, and behavioral email marketing to deliver measurable growth in customer acquisition, loyalty, and ROI.

We are looking for a Paid Search Specialist responsible for the creation, optimization and management of Paid Search campaigns for a portfolio of clients. They will work with client and the rest of the media team to deliver on goals and contribute to the overall success of the accounts.

### Responsibilities

Setup, manage, and optimize paid search campaigns, including:

Budget pacing  
Bid strategy implementation and maintenance  
Keyword performance  
Ad Copy/Ad Extension performance  
Strategically analyze results and provide actionable recommendations, including:  
Campaign structure  
Targeting optimizations  
Landing Page optimizations  
Keyword opportunities  
Ad copy recommendations

- Monitor and optimize campaign progress utilizing search platforms, site analytics, and campaign dashboards/reports.
- Communicate campaign strategy, results and solutions to clients and internal stakeholders
- Analyze and evaluate campaign progress to identify areas and trends that are key to meeting campaign's goal. Anticipate potential problems and identify alternative solutions.
- Build and prepare weekly agenda, tracking, and forecast reports on campaign progress and optimizations.
- Quickly address any needs/requests from all parties. Provide solutions to all questions and ensure problems are resolved. Conduct follow-up to make sure solutions are carried through.
- Assist with campaign wrap reports by contributing knowledge and insights.
- Understand how to prioritize multiple on-going projects and deadlines while being attentive to each project and its needs and goals.
- Perform monthly billing and invoice reconciliation.

- Assist in new business opportunities through account audits to identify areas of opportunity

### **Attributes for Success**

- Exceptionally well organized
- Able to handle numerous projects at once while prioritizing effectively and meeting deadlines
- Commitment to accuracy and quality with a strong attention to detail
- Strong sense of accountability
- Curious and motivated to analyze results, solve problems and tell stories with data
- Ability to think strategically and innovatively to drive successful outcomes
- Excellent written and verbal communication skills - comfortable presenting to clients and internal stakeholders

### **Qualifications and Education Requirements**

- At least 4 years of relevant experience managing Paid Search campaigns and driving successful outcomes
- Bachelor's Degree (B.S. / B.A.), preferably in marketing, advertising or business analytics
- Strong knowledge of Google Ads/Bing Ads platforms (Google Ads certified)
- Experience working with a Paid Search Bid Management platforms such as Search Ads 360
- Experience working with analytics tools such as Google Analytics

### **Why Work at Response Media?**

- Working in a collaborative boutique agency where you can be heard and seen.
- Get immediate hands-on experience with some of the world's most well-known and trusted brands.
- Excellent benefits such as profit sharing and a generous vacation and holiday schedule
- Collaborative data and media team
- Opportunities to learn and grow.