



Position: Digital Marketing Specialist - Paid Search

The Digital Marketing Specialist - Paid Search is responsible for planning, executing, and optimizing paid social and search campaigns for multiple B2C brands. The ideal candidate has a passion for data, is well-versed in the PPC and digital ads landscape, and is driven by measurable results.

If this sounds like you, then we'd love to talk to you!

Digital Marketing Campaigns:

- Support full-scope digital ad campaigns. Including executing & optimizing cross-channel paid media strategies across a variety of platforms (i.e. Google Ads, Meta Ads Manager, TikTok Ads Manager, Microsoft Ads, etc) to drive sales, increase brand awareness, and grow website traffic
- Advanced tracking using Google Analytics and ability to guide proper tracking code installation for Google Analytics and PPC conversion
- Analyze and report keyword/placement performance based on specific metrics and recommend action (e.g., keyword deletion, bid changes, copy changes, landing page changes)
- Analyze ROI and create strategic recommendations based on campaign results
- Establish an experimental attitude and process (A/B tests) to optimize marketing goals
- Collaborate with the production team and account managers to strategize video and display content that meets client needs
- Prepare and present analytical reports

Other marketing/communications projects and duties as assigned.

A well-qualified candidate will possess the following:

- Highly organized, detail-oriented, and able to manage/execute multiple ongoing projects
- Highly creative, strategic thinker with ability to develop fresh, executable ideas
- Data driven, self-starter, ambitious, resourceful
- Solution oriented/problem solver
- Experience with SEO and SEM
- Strong written, verbal and collaboration skills
- Ability to troubleshoot on Google, Meta, etc

Required Knowledge, experience and skills:

- Bachelor's Degree in Communications, Marketing, Digital Media, or a related field
- 4+ years of experience running digital advertising campaigns across search and socials
- Proficient in Meta Business/Ads Manager, Google Ads, and Google analytics, etc.
- Must be proactive and be able to work independently with little or no supervision
- Solid computer skills, including Google Suite and DropBox

RubLine Marketing is an equal opportunity employer.

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