

JOB DESCRIPTION

Job Title	Search Engine Marketing Manager
Reports To:	Search Marketing Director
Salary	TBA
Location	Kent Street, Sydney, NSW 2000

PURPOSE OF ROLE

Downstream, Australia's leading independent Search Engine Marketing Agency, is looking for an experienced direct marketer to take on the position of Search Engine Marketing Manager. Taking responsibility for delivering SEM campaigns that deliver to client's objectives, the role is responsible for planning and implementing SEM campaigns utilising Google, Yahoo & Live search engines.

With the assistance of a Search Engine Marketing Assistant, the role entails developing an understanding of client's marketing objectives, planning the role of SEM in satisfying those objectives, building campaign plans, structures, keyword lists, copy and landing pages. Taking responsibility for campaign budgets and targets is a key component of the role as is to manage budgets and bid strategies, using our market leading bid management software.

Working as part of a team of Search Engine Marketing Managers, each Manager is responsible for managing approximately 5 to 10 SEM client relationships, acting as first point of contact for the client. With one direct report, a Search Engine Marketing Assistant, the role is responsible for training, developing & motivating the SEM Assistant, providing insight and direction on all aspects of running an SEM campaign.

MAIN DUTIES & RESPONSIBILITIES

- To work with new & existing clients to understand their marketing objectives
- To plan and document SEM campaigns that deliver to marketing objectives while being in budget and on time.
- To work with the client to gain approval on the plans including campaign structures, measurement processes, keywords, copy, landing pages & budgets.
- To develop ongoing working processes with clients including weekly meetings, reporting, information flow, etc
- To oversee the development of new campaigns, working closely with the Assistant SEM Manager
- To manage the ongoing campaign optimisation processes for all in market campaigns for clients ensuring that campaigns deliver to target and are achieving the best possible results
- To manage the campaigns to budget, ensuring accurate actual campaign spend levels.
- To oversee the weekly campaign reporting processes
- To meet weekly with clients to develop a further understanding of their business, update on campaign performance and agree ongoing action plans
- To ensure client satisfaction on both client service and campaign results

Special considerations

This person should be a process driven hard-worker, able to grasp new systems easily and communicate key findings clearly. The person needs a passion for the internet, marketing and technology.

EDUCATIONAL QUALIFICATIONS

Essential

Degree in a business related discipline – Marketing, Economics, Business, Computer Science, etc. Business and commercial awareness. Strong technical and analytical ability.

Desirable

IDM Diploma or other commercial focused qualification

SPECIALIST/TECHNICAL KNOWLEDGE, SKILLS, APTITUDE**Essential**

Intelligent yet able to express complex ideas simply and concisely
Advanced / Intermediate Excel skills including usage of Pivot Tables, formulas, v-lookups, etc
Ability to learn to navigate web-based interfaces quickly and accurately

Desirable

Advanced use of Microsoft Power Point and Word
Previous experience with management and analysis of large volumes of data and relational databases.

EXPERIENCE**Essential**

- Online or direct marketing management experience (5 years)
- Experience of managing data and statistical / campaign analysis
- Project management of multiple tasks simultaneously

Desirable

- Online or SEM Management experience
- Client management experience
- People leadership

ABILITIES / PERSONALITY**Essential**

- A passion for the web and the potential of e-commerce
- Thorough and meticulous with extreme attention to detail.
- Proactive team player
- Self motivated, uses initiative and problem solver, self starter
- Work to tight deadlines with a can do attitude
- Willingness to go beyond the call of duty to get the job done
- Ability and willingness to work in a fast-paced, team-oriented environment; strong interpersonal skills