

# Position Description



<b>Job Title</b>	Search Engine Marketing Co-ordinator
<b>Reports To:</b>	Search Engine Marketing Manager
<b>Salary</b>	\$45,000 neg + super + bonus
<b>Location</b>	Kent Street, Sydney

## PURPOSE OF ROLE

Downstream Marketing is one of the fastest growing independent search marketing agencies in Australia. As a result of our rapid expansion, we are seeking a professional, analytical and proactive Search Engine Marketing Coordinator to join our client service team in delivering high quality search marketing campaigns to our blue chip clients. As an entry level position into search engine marketing the role will expose you to a broad range of responsibilities including trafficking, reporting, keyword sourcing, keyword categorisation, copy writing and campaign analysis.

The role is ideal learning ground for someone who, in 6-12 months, can demonstrate the ability to take on more broad campaign management and client service responsibility.

This challenging and exciting role may particularly suit a numerate and analytical marketing or communications graduate with strong interest in being part of the booming online marketing sector.

## MAIN DUTIES & RESPONSIBILITIES

- To analyse data sets to deliver insight into campaign performance against target and identify opportunities.
- To source keyword lists from a variety of sources including the web, keyword expansion tools, Google, Yahoo, etc
- To categorise keywords into pre-determined campaign structures
- To traffic new campaigns into Downstream's proprietary technology – Efficient Frontier - or the engines direct (Google, Yahoo, etc)
- To update the campaign management & measurement systems with changes to campaigns (eg new keywords, new copy, bids or landing pages) or the engines direct (Google, Yahoo, etc)
- To generate standard weekly reports by drawing reports out of the campaign management & measurement systems and populating pre-formatted excel reports.
- To run ad-hoc data requests in the campaign management & measurement systems to provide data to answer specific business questions at any point in time

## EDUCATIONAL QUALIFICATIONS

### Essential

Degree in a business related discipline. Business and commercial awareness. Strong technical ability.

### Desirable

Institute of Direct Marketing Diploma or other commercial focused qualification

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

- Intermediate/Advanced Excel skills including usage of Pivot Tables, formulas, v-lookups, etc
- Interest in web based marketing
- Ability to learn to navigate web-based interfaces quickly and accurately

**Desirable**

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

**EXPERIENCE****Essential**

- Experience of analyzing data
- Some understanding of marketing

**Desirable**

- Experience of financial analysis

**ABILITIES / PERSONALITY**

- Proactive positive attitude with willingness to be a team player.
- A passion for the web and the potential of e-commerce
- Thorough and meticulous with extreme attention to detail.
- 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

downstream marketing, level 1, 332 Kent Street, Sydney, NSW 2000

ph: 02 9296 5100

fax: 02 9295 5150