

Junior SEM

Please no walk-ins

This individual would focus on the tactical tasks associated with our SEM operations here at Ben Kinney Companies Tech Division. If you are successful in receiving this position, then you will be responsible for working with our SEM Manager to create and implement our organization's PPC/SEM strategy. You will be tasked with tracking the effectiveness of our SEM strategies, and using that data from previous strategies to implement improvements in the future. You will be in constant contact with other members of our organization in regards to ensuring that deliverables are on time and achieving their objectives. You will be responsible for relaying the results and strategies associated with your work to stakeholders and fellow team members.

Job Duties and Responsibilities Include:

- Supports the daily performance of advertising channels including: Paid Social, Paid Search and Display.
- Make edits to ad text when necessary, due to constantly revising and monitoring the reports
- Help the SEM team translate quantitative and qualitative data into possible improvements that can be used in the future
- Work with the SEM team to create comprehensive digital marketing strategies that will cover: Organic, PPC, and Social Channels
- Communicate constantly with other members of our organization on timeline, status, budget, deliverables, and reporting
- Stay up to date with industry trends
- Perform additional digital marketing tasks as needed

Requirements:

- A minimum of 1 year of experience with SEM/PPC
- 1 year of experience using Google Adwords, Bing Ad Center, and Facebook ads in a professional environment
- 1 year of SEO experience
- The ability to juggle a few different priorities at once
- The ability to measure and review the effectiveness of our strategies that we implement

Ben Kinney Companies Tech Division is an Equal Employment Opportunity employer. All qualified candidates will receive consideration for employment without regard to race, color, religion, sex, or national origin.

Ben Kinney Companies Tech Division

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Some of our software products:

Brivity: <https://www.brivity.com>

ActiveRain: <http://activerain.com>

KWKLY: <http://kwkly.com>

Blossor: <https://www.blossor.com>

In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification document form upon hire.