

## Senior SEM

### Please no walk-ins

This individual would focus on the strategic and 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 junior SEM 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
- Responsible for planning, initiating, and managing our online ad campaigns
- Work with a variety of software programs: Google AdWords, PPC, and social media platforms
- Analyze reports on website traffic and behavior to make edits and changes to enhance the user experience, by using tools such as A/B testing and heat mapping
- Keep track of KPIs and report to management and other stakeholders
- Collaborate with other units within the organization in order to ensure that we are developing content and targeting the correct audience, as well as using the correct message
- Work with other team members to plan campaigns and development of ad content
- To stay aware of current data analytic technologies that are being used in the industry
- Perform additional digital marketing tasks as needed

### Requirements:

- 3 years of experience with SEM/PPC, however 5 years is preferred
- 3 years of experience using Google Adwords and Facebook ads in a professional environment
- 3 years of SEO experience
- 1 year of experience planning and reviewing SEM strategies
- The ability to juggle a few different priorities at once
- The ability to measure and review the effectiveness of our strategies that we implement
- Preferably someone who has experience training individuals in this area of expertise

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.