

PAID SEARCH MANAGER

DESCRIPTION OF THE ROLE

As a Paid Search Manager at Snapshot, you will be an essential part of our dynamic team, collaborating closely with clients and account teams to develop and execute comprehensive paid search marketing strategies. Your role involves creating, monitoring, and optimizing paid search campaigns across various platforms, ensuring effective ad placements and spending. You will analyze campaign performance, identify areas for improvement, and provide valuable recommendations to enhance our clients' online presence. Utilizing your expertise in Google Ads Editor and Google Analytics, you will assess paid media analytics against key performance indicators, crafting detailed reports and strategic suggestions for client growth. This position offers the opportunity to mentor and manage junior team members while staying ahead of industry trends and technologies to deliver outstanding results for our clients.

ABOUT US

Snapshot is a strategic marketing agency based in Nashville and St. Louis, Snapshot who builds strategies that convert, websites that deliver, videos that inspire, and content that connects. Our storytellers, data lovers, and artists specialize in the finance, healthcare, and industrial spaces, producing award-winning work for clients ranging from startups to the Fortune 50.

RESPONSIBILITIES INCLUDE

- Collaborate with clients and account teams to develop comprehensive paid search marketing strategies.
- Create, monitor, and optimize paid search campaigns across multiple platforms.
- Analyze campaign performance, identify issues, and provide recommendations for improvements.
- Utilize Google Ads Editor and other tools to manage paid search campaigns efficiently.
- Stay updated with paid search trends, new technologies, and best practices to enhance client strategies.
- Mentor and manage junior team members, providing ongoing feedback and guidance.
- Prepare detailed reports summarizing campaign results and insights.
- Assess paid media analytics against KPIs using Google Analytics and other reporting tools.
- Craft recommendations for clients highlighting growth opportunities. Assess paid media analytics against KPIs using Google Analytics, internal reporting and agency reporting, and present findings to key stakeholders.
- Craft recommendations for clients that highlight future growth and development opportunities.

SKILLS DESIRED

- Bachelor's degree or equivalent experience.
- Minimum of two to three years of digital media management experience.
- Proficiency in paid search campaign management and experience with a DSP is a plus.
- Google Ads Search, Display, and Video Certified.
- Proficient in Google Ads Editor and Google Analytics.
- Strong project management and organizational skills.
- Experience with Google Tag Manager and eCommerce platforms is a bonus. Proficiency in Outlook, Excel, Word, and PowerPoint required
- Google Ads Search, Display, and Video Certified
- Google Analytics Certified
- Meta Certified a plus
- Experience managing team members
- Strong project management and organizational skills

BONUS POINTS FOR:

- Google Tag Manager Proficiency
- Marketing Tag Installation
- Shopify or eCommerce experience
- Demand Generation experience
- Multi-Channel Attribution Mindset

COMMITTED TO DIVERSITY, EQUITY, AND INCLUSION

Snapshot is an Equal Opportunity Employer and is committed to fair and equitable hiring practices. All hiring decisions at Snapshot are based on strategic business needs, job requirements and individual qualifications. All candidates are considered without regard to race, color, religion, gender, sexuality, national origin, age, disability, genetics or any other protected status.