

<b>Job Title: Search Marketing Manager SEM</b> Department: Digital Marketing, Europe	
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Approved by:	

### OVERALL TEAM/DEPARTMENT GOAL

To launch and optimize PPC campaigns, manage and monitor search platform accounts and advertising budgets to drive traffic, revenue and increased return on advertising spend.

### ORGANISATION STRUCTURE & REPORTING LINES

Part of the European Digital Marketing team and reporting directly to the European Ecommerce and Digital Marketing Director.

### LOCATION

Roncq, France

### ROLE PURPOSE / SCOPE

We are seeking a Search Marketing Manager in Paid Media to join our European Digital Marketing team. The candidate must be passionate about all digital marketing channels, and will be responsible for executing paid media strategies for Brady WPS, with focus driving traffic and revenue to our UK online channels. Job has a strong focus on managing digital marketing budget, and executing bid management capability to deliver positive ROI and new customers to our business.

### MAIN RESPONSIBILITIES

Responsibilities include but not limited to

- Participate in forming effective paid search strategies
- Digital Marketing budget management
- Launch and optimising various PPC campaigns (including: PPC Ads, Display, Remarketing, PLA, Affiliate networks)
- Oversee accounts on search platforms (e.g. Google AdWords, Bing)
- Be involved in keyword selection and audience targeting
- Monitor budget and adjust bids to gain improved ROI
- Track KPIs to assess performance and pinpoint issues
- Produce management reports (e.g. dashboards)
- Write impactful and concise copy for adverts
- Suggest and develop new campaigns across multiple channels
- Keep abreast of PPC and SEM trends
- Partner with eCommerce team to ensure that landing pages are aligned, optimized and relevant to paid media campaigns
- Partner with SEO teams to ensure alignment in keyword strategies as well as exchange of valuable keyword learnings

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### **LEVEL OF AUTHORITY**

Full budget responsibility for a number of Southern European accounts (to be determined dependent on suitable applicant)

### **EXPERIENCE**

With a minimum of 3 years Digital Marketing expertise, the successful candidate will be a hands-on digital expert with some experience across all online marketing channels especially PPC / PLA's / Display, and Affiliates.

They will be able to demonstrate a proven track record of successfully driving increased traffic to a website, using a data driven approach to driving return on investments with a focus on acquiring new, and retaining existing customers through effective campaign planning and execution.

They will be an effective and influential communicator, comfortable liaising with their managers as well their immediate team and peer group.

### **KNOWLEDGE / SKILLS / ABILITIES:**

- Ideally 3 years' experience of online marketing, B2B experience is preferred
- Strong Microsoft Office skills, combined with Google enterprise / docs an advantage
- Hands-on experience in the execution of PPC and other paid media marketing campaigns
- Ability to develop and execute marketing strategies using online channels and tools – understanding of bid management solutions (such as Marin, Kenshoo or Doubleclick) an advantage
- Excellent marketer with demonstrable results in improving marketing ROI
- Comfort in collaborating with business representatives, partners, and agencies to create new opportunities
- Demonstrable ability to work in a results orientated environment with a focus on achieving KPIs
- Strong communication skills
- Detailed understanding of Google Analytics and Adwords
- Understanding of differences between media channels from a planning/buying perspective
- Able to think creatively about innovative marketing
- Have a strong interest in the future of digital marketing