

Role Description

Position Title:	Digital Marketing Coordinator – Paid Search
Position Type:	Regular, full-time
Reporting Lines:	Reports directly to the Director of Digital Marketing
Location:	This role is located in Los Angeles, CA.

Who We Are:

LocalBizNOW offers a strategic solution to local digital advertising for multi-location brands. We build campaigns from the ground up, using our proprietary marketing-as-a-service platform to engage in-market consumers and drive customer acquisition at the local level for several top brands.

Who You Are (Attributes):

The Paid Search Digital Marketing Coordinator is an important member of our team and must be a good fit. We are looking for someone who:

- Possesses an ambitious and entrepreneurial spirit.
- Embraces new challenges where no previous precedence has been set before.
- Is driven to deliver results and performance.
- Has the strength to be fearless, but not blind. Knows when to move on with lessons learned and when to “go all in”.
- Has the ability to inspire others to take smart risks and teach them to manage those risks tightly.
- Thrives in a collaborative team setting.
- Passionate about online marketing and looking for a tight-knit startup environment

What You'll Be Doing (Key Responsibilities):

The Digital Marketing Coordinator is the paid search focal point of an account. They will provide mid-level strategic recommendations to the senior team members and are expected to have a complete understanding of their assigned client's search marketing initiatives along with the client's overall business and marketing objectives.

Their responsibilities include:

- Develop and execute online paid search campaigns with varied goals & objectives
 - Day-to-day management of the paid search marketing accounts, including oversight of bid recommendations, execution details, budgets/reporting
 - Keyword analysis – build keyword lists, analyze search volume and make recommendations
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- Campaign bid management and optimization of internal toolset
- Write and test compelling copywriting for paid search listings
- Oversight and contribution to reporting, analysis and optimization

Your Background (Qualifications):

- 1-3 years digital marketing experience with a strong background of planning and buying paid search campaigns preferred (professional, internship, etc.)
- Familiarity with Pay-Per-Click programs, including Google AdWords and Bing Ads; Google AdWords professional (GAP) certified preferred
- Comprehensive Microsoft Excel Skills
- Excellent writing and verbal communication skills (including presentation skills)
- Strong data analysis skills and ability to relate results to client business objectives
- Proficient at managing projects and able to multi-task, organize, prioritize and structure workload
- Strong attention to detail and accuracy

Your Next Move (Contact Us):

We're different. We aren't an agency. We aren't a platform. We operate in the space between and are driven by ensuring that our clients are getting the most out of their advertising dollars online. We're held to a higher standard in that we aim to generate new customers for our clients as efficiently as possible. We're transparent and our clients know what's working, what isn't and what's next. If you're different and have a desire to be held to higher standard, we'd love to hear from you.

Please reply to: mblackmore@localbiznow.com
