



Title: Paid Search Coordinator

Department: Digital

Reports to: Paid Search Team Lead

Job Summary:

The Paid Search Coordinator is responsible for managing accounts within Google Ads to optimize and increase Search traffic.

Overview:

- Manages the day-to-day operation and execution for our clients' Google Ads accounts
- Manage the account budgets: daily pacing, make budget/strategy recommendations, and budget adjustments by the Account Team
- Monthly reporting
- Main point of contact for communication regarding all assigned clients
- Certified in Google Search, Display, and Video and Google Analytics Individual Qualification
- Work with Account Team to ensure that all ads are compliant
- Knowledge of Microsoft Paid Search, Video and Display marketing; backup for account management
- Assist with completing Paid Search account tasks as needed

Preferred Qualifications

- 1+ years managing Paid Search accounts
- Bachelor's degree
- Strong attention to detail
- Proficient in Excel
- Knowledge in Google Sheets, Google Data Studio and Google Analytics a plus
- Team player willing to work in a fast-paced agency environment