

This Search Engine Marketing (SEM) job description template includes key Search Engine Marketing duties and responsibilities. You can post this template on job boards to attract prospect applicants.

Job Brief:

We are looking for an SEM expert to manage all pay-per-click (PPC) marketing activities.

The Search Engine Marketing (SEM) Specialist will manage all paid search campaigns on Google, Yahoo and Bing, as well as other search and display marketing engines. A successful SEM Specialist will effectively manage the paid search budget and work with the SEO and Marketing team in order to maximize ROI, drive traffic, and customers.

Responsibilities:

- Execute tests, collect and analyze data, identify trends and insights in order to achieve maximum ROI in paid search campaigns
- Track, report, and analyze website analytics and PPC initiatives and campaigns
- Manage campaign expenses, staying on budget, estimating monthly costs and reconciling discrepancies
- Optimize copy and landing pages for paid search engine marketing campaigns
- Perform ongoing paid keyword discovery, expansion and optimization
- Research and analyze competitor advertising links

Requirements:

- Proven SEM experience and success managing PPC campaigns across Google, Yahoo and Bing
- Well-versed in performance marketing, conversion, and online customer acquisition

- Up-to-date with the latest trends and best practices in search engine marketing
- In-depth experience with bid management tools (e.g., Click Equations, Marin, Kenshoo, Search Ignite)
- Experience with website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends)
- Strong analytical skills and experience generating SEM reports
- Familiarity with A/B and multivariate experiments
- Working knowledge of HTML, CSS, and JavaScript development and constraints
- BS/MS degree in Marketing or a quantitative, test-driven field