

SPECS:

Role: Digital Advertising SEM Manager
Salary: \$35,000 - \$45,000
Type: Full Time
Core Values: Accountable. Innovative. Fun.
Apply To: michelle@callbam.ca

THIS IS YOU:

eBAM, our digital marketing division, is looking for an experienced SEM Manager - someone who can do it all, without breaking a sweat. Someone who's money when it comes to management, organization, writing and editing skills. Someone who's boss when it comes to SEO, SEM, and Google Analytics. You'll need to think fast and always have another gear to keep up with our pace. Plus, be a smooth operator to execute all the work that will be on your plate. So if this someone is you, BAM needs your help.

THIS IS THE ROLE:

Reporting to our Director of Digital Marketing, the Digital Advertising SEM Manager will:

1. Monitor and analyze online advertising campaigns for BAM's clients, including ads on Google AdWords (text ads, display/remarketing ads and YouTube), Bing Ads and Facebook Ads
2. Prepare reports and analyze traffic for clients' websites using Google Analytics
3. SEO involving strategy, recommendations, execution, reporting
4. Analyze ROI and Return on Ad Spend for all clients' online and offline campaigns
5. Propose and initiate landing pages to ensure effective Quality Scores
6. Using Google Tag Manager and Google Analytics - setup and implement all website link and engagement tracking
7. Collaborate with internal teams to build effective websites that communicate well to users
8. Track and maintain budgets and client costs, and create template, consolidated billing to our clients
9. Assist with testing and ongoing maintenance of eBlasts, websites, etc.
10. Research and be aware of online trends and competitors' online presence
11. Additional marketing and communications duties as required

THESE ARE YOUR SKILLS:

1. 3+ years Digital Marketing experience
2. Extensive hands-on experience managing Google AdWords campaigns
3. Google AdWords Certification with Fundamentals and Advanced Search
4. Portfolio of developing and executing innovative digital marketing initiatives related to Search
5. Experience using tag management systems, such as Google Tag Manager is a great asset!
6. Track record of managing substantial budgets
7. Strong project management skills
8. Excellent understanding of all digital channels (search, mobile, social media, web, e-mail)
9. Solid handle on SEO, SEM (specifically Google AdWords), Google Analytics, metrics and e-mail marketing (Mailchimp)
10. Real estate experience is a great asset!

THE PERKS OF WORKING WITH US:

- Competitive salaries
- Free parking
- Casual dress code
- Easy access to transit/major hways
- Open-concept office
- Complimentary coffee bar
- Weekly office/team Lunch
- Friday 'Happy Hour' mixer
- Health Spending Account
- Pets are welcome!

