Associate Strategist Paid Search

Description

Code3 is a full-service marketing partner, powering better performance for digital disruptors and Fortune 500 leaders alike. It provides white-glove creative, media buying, and measurement services for brands across scaled digital and audience-based media platforms. Code3â?s deep expertise drives business results and reveals actionable insights about customers and prospects. At a time when CEOs and CMOs are striving for greater control and transparency over marketing investments, Code3 stands out through its standards, accountability and expertise. Thatâ?s why top companies rely on Code3 to reach their most valuable prospects across digital, social, and emerging channels like audio and OTT. We consider ourselves to be modern search experts. Search is no longer a one-platform world; cross-platform search strategy is table stakes. We build campaigns to thrive in the world of AI, so we can continue to dominate search intent in a keyword and cookie-less future. As a Search Associate Strategist, you will be accountable for successfully managing paid search campaigns for SMB clients and supporting larger accounts. You will be expected to drive KPI improvements and develop innovative strategies/tests tailored to client goals. Your core responsibilities in this role include strategy development, tactical execution, and management of client relationships. This is a very collaborative position that will interact with many of our Code3 teams including Client Strategists, Activation leads, and other stakeholders to problem-solve for clients. Externally, youâ?ll support in managing relationships with our clients. What youâ?ll do: Own client strategy and execution on Google/Microsoft Ads across 4-8 accounts with a focus on lead gen Support is available for managing day to day execution on all accounts Some accounts will be a support role under a Search, Lead and others you will lead Serve as both the Paid Search and Account Lead on a few accounts fully owning the client relationship Develop strategic roadmaps and testing plans for all accounts to continuously drive improved performance Adhere to best practices, ensuring search clients are receiving world class service, support and performance Perform ongoing optimizations on all accounts to ensure accounts are all in good health Set performance goals and track progress towards meeting business objectives, regularly reporting on key metrics and providing recommendations for optimization Develop business acumen to identify and understand business needs, performance objectives and opportunities to grow client relationships Streamline execution and ongoing optimization workflows to automate as much as possible Assist in developing case studies and writing blogs on modern search for our website Stay current on industry trends and best practices, focusing on how changes can help improve offerings to accounts Expected breakdown in time: Execution and Optimization: 50% Client Comm and Strategy: 25% Reporting and Analysis: 20% Mentorship: 5% Who will love this role: A collaborator who takes an open-minded approach to working with colleagues to produce the best work possible You have a curious, strategic mind-set and enjoy problem-solving An excellent communicator who is able to convey their thoughts in a clear and effective manner to clients and team members A growth-oriented individual with a hunger to keep learning and growing from feedback Someone with a passion for testing and challenging the status quo An early adopter who is ready to lead the pack when it comes to modernizing accounts You obsess over efficiency You should have: 2+ years of paid search advertising experience with Google/Bing Search and Performance Max Strong track record of success working on accounts ideally with lead gen focus Experience managing budgets between $10k – $50k per month Incredible attention to detail, organization and strong time management skills A curiosity and desire to learn how to leverage AI more in your day-to-day Strong background in Google Sheets with ability to perform advanced analysis Technical expertise with GA4

Hiring organization
Code3

Job Location
New York City, New York, United States

Base Salary
$ 65000 - $ 105000

Date posted
June 17, 2024

Apply Now

and/or GTM a huge plus Experience with Feed management also a plus GDN, YouTube, and Demand Gen experience a plus Perks and Benefits: Full medical and dental benefits and generous retirement program Thoughtful parental leave and return program   Flexible Time Off, holidays, quarterly Company â[?][?]Rechargeâ[?][?] Days, and holiday closure in December Ongoing learning and development opportunities Commitment to transparent DEIB practices While we are a remote-first company. Code3â[?][?]s people are what set us apart. Weâ[?][?]re dedicated to hiring, retaining, and developing a diverse group of remarkable Coders because we know itâ[?][?]s the way things should be. By prioritizing our commitment to fostering an inclusive, equitable, and safe environment, we are living our mission of fueling the growth of our people. Itâ[?][?]s this focus that empowers Coders to not only achieve great work for our clients, but also propel their own development forward and upward. We strongly encourage people from underrepresented backgrounds and all identities to apply even if you donâ[?][?]t feel that you meet all of the requirements above! If you have any special needs that we can accommodate, please reach out to our team at recruiting@code3.com so we can make accommodations. Salary Information: This is a full-time position with a salary range of $64,000 – $81,000. For candidates that are based in California, we encourage you to review this important information for California residents here. For best results, open the link in a new tab.Please mention the word **SUSTAINABILITY** and tag RMzUuMjM1LjEwNy40Mg== when applying to show you read the job post completely (#RMzUuMjM1LjEwNy40Mg==). This is a beta feature to avoid spam applicants. Companies can search these words to find applicants that read this and see they're human.

Contacts

Job listing via RemoteOK.com