

 SocialSEO	JOB DESCRIPTION
Title:	Pay Per Click Specialist Tier I & Tier II
Reports to:	Pay Per Click Manager

JOB DESCRIPTION:

PPC Specialists will gain the necessary skills to advance to a Tier II position. This position is transitional and is designed to be held no longer than 6 months. While Qualification tier II could be maintained for an indefinite period.

PPC Specialists will initially be in training and requires no PPC experience. However; knowledge of Microsoft Office, Excel, and an attention to detail is preferred. Training will be provided and includes both written, spoken, and hands-on materials.

SCOPE:

PPC Specialists will be responsible for passing the search and advanced search Google certifications within 6 months. Specialists will understand the client's objectives and goals.

KEY DUTIES AND RESPONSIBILITIES:

- Review client metrics
- Derive actionable PPC strategies
- Implementation of strategies and ongoing optimization
- Produce accurate/timely monthly client reports
- Produce market analyses and projections
- PPC Sales Support
- Assist PPC Manager

MINIMUM QUALIFICATIONS:

Qualifications	Senior PPC Manager	PPC Manager	PPC Specialist II	PPC Specialist I
Ability to handle bronze and silver clients	✓	✓	✓	✓
Ability to handle gold clients	✓	✓	✓	
Ability to handle platinum and diamond clients	✓	✓		
Strong desire to learn PPC strategies and practices	✓	✓	✓	✓
Advanced understanding of AdWords and Bing editors and UI	✓	✓		
In-depth PPC strategy implementation	✓	✓		
Proper use of display networks	✓	✓	✓	
Knowledge of Lucky Orange	✓	✓	✓	
Knowledge of Bing Editor	✓	✓	✓	
Knowledge of SpyFu	✓	✓	✓	
Knowledge of Filezilla	✓	✓	✓	
Knowledge of Call Fire	✓	✓	✓	
Knowledge of AdWords Editor	✓	✓	✓	
Knowledge of PPC Platforms, such as: AdWords, Bing, AdSense, Double Click etc.	✓	✓	✓	✓
Set up and optimize PPC campaigns	✓	✓	✓	✓
Capture and analyze data/metrics	✓	✓	✓	✓
Capable of measuring ROI, trends and conversions	✓	✓	✓	
Understanding of conversion and audience tracking through Tag Manager	✓	✓	✓	
Creation and understanding targeting audiences	✓	✓	✓	✓
Relevant SEO training & knowledge	✓	✓	✓	✓
Maintain a successful campaign	✓	✓	✓	
Maintain PPC campaigns	✓	✓	✓	✓
Capture & Analyze PPC Data and Metrics	✓	✓	✓	
10 hours of PPC Training	✓	✓	✓	
15 hours of PPC Training	✓	✓		
Ability to create basic PPC audits & strategies	✓	✓	✓	
Build PPC strategies through competitive research, platform determination & audience	✓	✓		
Positive Attitude	✓	✓	✓	✓
Punctuality & Attentiveness	✓	✓	✓	✓
Ability to Meet Deadlines	✓	✓	✓	✓
Understanding of PPC clients' needs and goals	✓	✓	✓	✓
Responsiveness to assisting on projects	✓	✓	✓	✓
Confidence and knowledge to communicate with a client one on one	✓	✓	✓	
Initiative	✓	✓	✓	✓
Understanding of social media strategies for different types of businesses	✓	✓	✓	
Displays team work and cooperation	✓	✓	✓	✓
Google Analytics understanding & how it relates to SM	✓	✓	✓	
Client report creation and communication	✓	✓	✓	
Understanding of Rival IQ	✓	✓	✓	
Understanding of Rank Ranger	✓	✓	✓	
Assists in training of trainees and specialist I	✓	✓	✓	
Google Analytics Certified	✓	✓		
Ad Words Certified: Search & Display	✓	✓	✓	
Other 4 Ad Words Certifications	✓	✓		
Understanding of conversion and audience tracking	✓	✓		
Ability to do basic PPC audits	✓	✓	✓	
Ability to do advanced PPC audits	✓	✓		
Attention to detail	✓	✓	✓	✓
Organized	✓	✓	✓	✓
Eager desire to stay up-to-date on industry news	✓	✓	✓	✓
Exceeds Minimum Expectations on Attendance	✓	✓		
5 hours of personal growth	✓	✓	✓	
10 hours of personal growth	✓	✓		
15 hours of personal growth	✓			
5 hours of leadership training	✓	✓		
10 hours of leadership training	✓			
Ability to write and optimize engaging blogs	✓	✓	✓	
Displays leadership and people skills	✓	✓		
PPC media advocate	✓	✓	✓	✓
Assists DOO & DOS when asked	✓	✓	✓	✓
Assists Sales Team when Needed	✓	✓	✓	✓
Ensure smooth processes, procedures & package plans for maximum efficiency	✓	✓		
Ability to Diffuse Team Conflicts	✓	✓		
Ability to diffuse client conflicts	✓	✓		
Ability to successfully upgrade clients	✓	✓	✓	
Good knowledge of SEO and SMM	✓	✓		

ABILITY TO:

- Learn and lower level self-teach
- Positive Attitude
- Punctuality
- Confidence and knowledge to communicate 1 on 1 with a client
- Interpretation of PPC Metrics to track change and progress
- Proper use of display networks
- Responsiveness to assisting in projects
- Team work and cooperation ability
- Task completion and meeting of deadlines
- Effective use of company resources
- SocialSEO best practices comprehension and adherence
- Self-starting and highly motivated
- Receptive to ongoing training
- Understanding of PPC clients' needs and goals

KNOWLEDGE OF:

Technical Skills: PPC specialists work almost exclusively through computers. Understanding computers, SEO, internet access and being tech savvy is necessary.

Education: Bachelor's degree in marketing, PR, computer science or similar.