

Job description – Paid Search Manager

Mediaplus is looking for a Paid Search Manager to join his thriving team in Brussels!

The Paid Search Manager is responsible for managing the creation, execution and optimization of Paid Search accounts, holistically integrating SEO, and acting as the day to day Paid Search contact to all assigned clients. This individual provides leadership in optimization and tactical Search, works with the Media manager to develop strategic guidance, develops search engine relationships and is regarded by the client as an expert in Paid Search and a trusted advisor on SEM. The Paid Search Manager is responsible for maintaining client satisfaction in regard to Paid Search goals, communication of those goals and education of future priorities and opportunities.

Main responsibilities:

- Manage, review, and perform daily account responsibilities associated with Google AdWords, Yahoo, Bing and other search platforms for a variety of clients.
- Maintain and monitor keyword bids, account daily and monthly budget caps, impression share, quality score and other important account metrics.
- Manage the creation of large keyword lists.
- Provide creative copy suggestions and graphical ad templates.
- Manage Display network placement lists on AdWords and through other contextual advertising platforms.
- Provide recommendations and execute strategies for keyword opportunities, campaign structuring, targeting, display network, and other facets of paid search in accordance with client goals.
- Provide oversight and manage new paid search campaigns, ad groups, and accounts and aid in the creation of paid search marketing initiatives.
- Provide oversight, manage, and be able to generate weekly and monthly client reporting for all major metrics, goals tracking, revenue tracking, and other paid search initiatives.
- Keep pace with search engine and PPC industry trends and developments.
- Monitor and administer web analytics dashboards, reports and key reporting tools, and point out key areas of importance in accordance client goals.
- Monitor and evaluate search results and search performance across the major search channels.
- Communication to team and management on project development, timelines, and results.
- Provide oversight and work closely with the other team members to meet client goals.

Desired Skills and Experience:

- 2-4 years of experience in Search Engine Marketing (SEM) and Paid Search (PPC).
- Experience working with popular PPC ad platforms (Google AdWords, Bing AdCenter, etc).
- Experience with website analysis using a variety of analytics tools including Google Analytics as well as internal reporting tools.
- Proficiency in managing moderate to large scale PPC accounts in a variety of different business verticals.
- Ability to analyse data from search engines, analytics packages, and internal data and make actionable decisions and recommendations
- Ability to influence and work cross-functionally across multiple internal teams
- Experience using Adwords. Experience with the DoubleClick suite would be ideal
- Makes convincing presentations, deals with client's questions, and demonstrates confidence in her/his knowledge;
- Is able to convincingly sell ideas to clients, services to prospective clients;
- A born team player and leader with a passion for digital media;
- Google Search certified
- Eager to learn and to share knowledge;
- Proficiency in MS Excel, PowerPoint, and Word.
- Fluent in English, native in Dutch and/or French.

Mediaplus:

The Mediaplus Group is the largest independent and partner- managed media agency in Germany, with offices in Munich, Hamburg, Cologne and Frankfurt as well as branches in Amsterdam, Vienna, Zurich, Brussels, Paris, Dubai and Milan. Mediaplus combines traditional media planning with expertise in digital media, geo-media, CRM, research and neuromarketing.

Ever since it was founded in 1983, Mediaplus has been consistently synonymous with innovative and creative media management, strategic media concepts, efficient media purchasing and a results-oriented approach involving professional market and media research, both nationally and internationally. The agency now has around 350 employees worldwide working on behalf of clients such as MediaMarkt, Miele, BMW, ... In Belgium we are very involved with our local clients, such as Torfs Schoenen, Essent, Weight Watchers, Bpost, Primagaz, Pierret and many more.

We focus on three principles; relevance in terms of media usage, innovation in how we use data, and the most agile client centric approach an agency can offer. Upholding our guiding principle that Mediaplus in our small country is "The agile media partner" for all clients looking for GROWTH.

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