

Job Title: OPS Interactive Assistant

Compensation: \$15.75 - \$15.75

FLSA Status: Non-exempt

Salary Admin Plan: OPS (temporary-part-time)

Pay Grade: OPS Career Level 2

Position Summary:

Interactive Assistant will be assisting the SEM Manager. The ideal candidate will help the SEM Manager expand Marketing campaigns and build key performance metrics from website analytics. The SEM Intern must have strong critical thinking and creative capabilities, the desire and ability to become a world class search marketer, and be comfortable working with cross-functional teams in a rapidly changing environment.

Requirements:

Education:

High School Diploma or equivalent (GED).

Experience:

6 months experience.

* An equivalent combination of education and experience sufficient to successfully perform the essential duties of the job may be acceptable in lieu of those requirements listed above.

Knowledge:

- An understanding of all core Paid Search Marketing skills (campaign creation, ad development, landing page selection, bid management etc.) and associated tool sets.
- Ability to help develop complex Paid Search strategies.
- Understanding of Google Analytics.
- Ability to analyze reports and communicate findings.
- Ability to measure the effectiveness of strategy (traffic, conversion, ROI) on the overall goals of the college.

- SEO experience a plus.
- Help design and perform tests on ad copy, landing pages and keywords to increase click-through rates, conversion rates and profit margin.

Skills:

- Extremely organized and deadline driven
- Experience using Google AdWords, Yahoo Marketing Solutions or MS AdCenter
- Excel skills
- Track record of high achievement in opportunities requiring critical thinking, analytical skills, and creative problem resolution
- Ability to understand and optimize key marketing metrics
- Superior communications skills
- Able to manage multiple projects simultaneously

Physical:

- Positions in this class typically require: reaching, standing, walking, grasping, feeling, talking, hearing, seeing and repetitive motions.
- Sedentary Work: Exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects. Sedentary work involves sitting most of the time. Jobs are sedentary if walking and standing are required only occasionally and all other sedentary criteria are met.

License:

None.

Responsibilities:

- Help the interactive team with duties as assigned.
- Understand and assist in a paid search (PPC) program in order to drive profitable incremental revenue growth.
- Help design and perform tests on ad copy, landing pages and keywords to increase click-through rates, conversion rates and profit margin.

- Research keywords, develop and manage bidding/optimization strategy using various tools.
- Utilize strong analytical skills to identify important data points and drive business decisions; analyze and report on campaign performance, including delivering presentations to senior management that maximize revenue and minimize cost including refining bidding strategies.
- Help develop forecasts/projections.
- Keep current on the latest trends in the search marketing space.

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