

Terryberry Careers

PPC Specialist



Terryberry

Terryberry is seeking an experienced Search Engine Marketing / PPC Specialist to join our fun and performance-driven marketing team. A successful PPC Specialist will work with the marketing team to drive relevant PPC traffic and maximize ROI as a vital team member of Terryberry's inbound lead generation strategy to acquire new customers. Responsibilities will include hands-on campaign management and supporting our efforts to scale the business. This role will report to our Digital Marketing Manager. Our ideal candidate should have a strong passion for SEM and lead generation, have had significant experience with paid search practices & reporting on performance in a prior role, and a strong analytical mind. The ideal candidate wants to advance their career and skillsets in marketing, bring the latest thinking to Terryberry, and be excited to grow this important performance channel.

About Terryberry

We are Terryberry, the recognition and engagement company that ignites employee success. While we have been in the business of employee recognition for +100 years, we are entering one of the most exciting times of our history as we transition to an employee engagement SaaS led organization. We are headquartered in Grand Rapids, MI; with locations throughout North American and the UK. Are you interested in joining a dynamic growth company which has a real purpose?

Email your resume to careers@terryberry.com

Responsibilities

- Effectively manage budgets across our North America and Europe PPC accounts
- Optimized ad copy, display ads, and landing pages for paid search engine marketing campaigns
- Continually explore and optimize paid keyword discovery
- Conduct campaign experiments, collect and analyze data, identify trends and insights
- Partner with Digital Marketing Manager to improve ROI through Salesforce data feedback
- Achieve ROI targets in paid search campaigns using analysis of data
- Develop powerful reports & dashboards to drive positive ROI advertising decisions
- Research and analyze competitor advertising strategies
- Discover growth opportunities within PPC accounts to increase inbound leads
- Keep abreast of PPC and SEM trends and developments

Skills and Experience

- Bachelor's Degree in Marketing or similar field
- Google Ads certifications or related certifications preferred
- 2+ years of SEM experience and success managing PPC campaigns across Google (or Search Ads 360) & Microsoft Ads: SaaS and B2B experience preferred. Paid social experience is a plus
- Proficient in dashboard & reporting tools, such as Salesforce, Data Studio/Looker, Tableau, Power BI, Excel, or others
- Experience managing both domestic and international PPC campaigns is a plus
- Advanced Google Analytics and Tag Manager skills is a big plus
- Landing page best practices/page development is a plus