



Job Title: Marketing PPC/SEM Manager

Department: Marketing

Reports to: VP, Marketing, Brand & Communications

Location: Pittsburgh, PA, USA or Remote

Company Overview:

Liberated Syndication (Libsyn) pioneered the system to host and publish podcasts in 2004. Today, we are one of the industry's largest podcast and advertising networks with over 75,000 customers serving 6 billion downloads a year. We build products that are easy to use, so our customers can focus on creating great content. We provide a working environment that is challenging, exciting, collaborative and most importantly, fun.

We love problem solvers, geeks, artists, dreamers, doers, visionaries, fixers, and facilitators. With the industry undergoing explosive growth, podcast advertising is expected to exceed \$2 billion in 2023. Why not be part of that growth and apply to become part of the Libsyn Team? Your unique skill set might be exactly what we are looking for...and did we mention that our benefits are GREAT!?

Job Summary:

Develops, optimizes, and executes search engine marketing plans and campaigns to ensure revenue, budget, ROI, and other business goals are met. Analyzes data and identifies trends in order to expand and optimize campaigns. Manages pay-per-click (PPC) campaigns.

Duties/Responsibilities:

- Plan, manage, and execute paid search/Pay per Click (PPC) campaigns, including but not limited to campaign development, organization, and day-to-day management.
- Responsible for ongoing optimization efforts to meet campaign objectives, including daily management of campaign budgets, conversion actions, bid management, keyword expansion, ad copy/creative testing, and landing page recommendations based on performance.
- Responsible for implementing tactical improvements to meet budget, ROI and CPA objectives.
- Development of tracking methods and reports to identify PPC performance (e.g. CPL, CTR & Conversion metrics) at the most granular level.
- Daily use of reporting, analytics, and trend tools, including but not limited to Google Analytics and Google Ads. Produce month-end performance reports, quarterly plans, and additional ad hoc analyses as required.
- Help develop other Paid Media/Display/Video campaigns and work together with Content and Creative teams.

Required Skills and Abilities:

- Deep knowledge of SEM/SEO as well as a working knowledge of current and emerging trends and technologies.
- Strong analytical skills with extensive experience in data analysis and Excel.
- Must be able to draw actionable insights from data and make specific recommendations while being adept to change in market dynamics
- Certified in Google Ads
- Experience managing monthly search budgets of \$50K+
- Excellent verbal communication and experience working well with teams
- Strong organizational skills and attention to detail
- Ability to work nonlinearly with solid time management and prioritization of tasks
- Challenged by working in a fast-paced, open and entrepreneurial environment

Required Education and Experience:

- Bachelor's degree in Marketing or a related field
- 3+ years of PPC and Paid Media experience managing large campaigns
- Must have a deep knowledge of Paid Search and Paid Social - launching and developing highly targeted content, prospecting, and retargeting ad campaigns
- Particular focus on completing conversions as a marker of success
- Experience with landing page optimization.
- Excellent knowledge of Digital Marketing, Digital Strategy, Keyword Research, Pay Per Click Management, Search Engine Optimization (SEO), SEO Management and Trend Analysis Web Marketing
- Must have experience with site analytics tools and ability to tests, collect and analyze data and results, and identify trends and insights in order to achieve maximum ROI in paid search and paid social campaigns
- Experience in multiple paid digital platforms including: Managing paid search campaigns in Google Ads and Microsoft Ads, Working with social ad platforms such as Facebook/Instagram and and LinkedIn, Managing display campaigns on The Google Display Network and Setup and reporting in Google Analytics (or other comparable web analytics platforms) and Google Tag Manager
- Identify potential threats, changes in landscape, industry updates, and potential opportunities for client accounts and present these to clients
- Ability to learn quickly and work independently or as part of a team

Preferred Education and Experience:

- Latest digital trends with perspective on future evolutions in the space.
- Experience with third party reporting platforms, preferably Google Data Studio

Benefits:

- Medical, Dental and Vision Coverage
- Long-Term Disability Coverage
- 401(k) Saving Plan

- Paid Vacations and Holidays
- Opportunities for Flexible Work Arrangements
- Educational Opportunities

Equal Employment Opportunity Policy:

The Company is an equal opportunity employer. Applicants for employment are, and will be, recruited, selected and hired, and employment decisions are and will be made, without discrimination on the bases of race, color, religion, sex, age, national origin or disability. This policy applies to new employees, promotions and all personnel actions within the organization.

The Company prides itself on the contribution it makes to the community. It is the intent of the Company to comply with all federal, state and local laws relating to equal employment opportunity.