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# Example of Paid Media Job Description

Our company is looking to fill the role of paid media. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for paid media

* Assess current digital acquisition performance and define overall vision & strategy to drive acquisition across paid channels (e.g., display, social media, search)
* Own direct response channels including, but not limited to Google AdWords, Bing, and display
* Monitor search (SEO/SEM) & social traffic sources for keyword or optimization opportunities
* Analyze landing page testing results
* Conduct competitive audits on the paid media landscape
* Track budget across multiple different campaign and channels
* Provide SEO support and guidance for the E-comm team (merchandising, content writers, ) to optimize content for SEO
* Work with our agency to ensure optimal performance of local SEO campaigns to drive traffic to our online store pages, our 300+ physical store locations
* Use 3rd party tools to optimize campaigns (ie
* Lead the development of brand media plans in support of overall brand objectives

## Qualifications for paid media

* Familiarity with paid search concepts
* Database management and familiarity with SQL
* Experience in reporting on global media strategies
* Experience in providing training and education
* Experience working with a Tag Management Solution (Ensighten/Google Tag Manager)
* Experience in Pay Per Click (PPC) and Search Advertising campaign management on Google & Bing