Our company is looking for a search manager. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for search manager

- Manage workloads & schedules of PPC Executives & Deliver new product launches across multiple verticals of the business
- Support the delivery of a new PPC bid management platforms and own PLA & RLSA campaigns
- Implement search strategies with the SEO team to ensure optimal business performance & work with internal teams & departments to understand business impact, performance & target
- Carry out onsite web analytics analysis to optimise the complete consumer journey & pro-actively suggest improvements to PPC and internal architecture
- Previous experience in a Paid Search/PPC Manager role either from agency or client side
- An advanced understanding of search engine optimisation & experience of working with bid management platforms Kenshoo, ADlens, Marin & Searchignite
- Experience of using attribution platforms Tagman, Visual IQ, Marketshare & DCStorm
- Strong financial understanding & numerical skills & creative advert writer
- Retail or Telecommunications market experience
- Owns and manages the relationship with the vendors

Qualifications for search manager

- Experience developing enterprise software products and understanding how to build impactful products to enable business teams
- Industry experience or knowledge of of Hadoop technologies preferred (Pig, Hive, HBase, Storm, Spark, Solr)
- 3 + years experience managing display and/or social campaigns
- Proficiency using media buying software such as AdWords and Facebook / other social platforms
- Quantitative wizard –Be a thought leader in gathering and identifying hypothesis for analysis, blending front end SEM data with business performance