

SEM/SEO Specialist

COPP Marketing + Design is looking for an SEM/SEO Specialist

About You:

You're looking to work as part of a team that is passionate about digital marketing and design for clients. You like to think about the bigger picture of digital marketing and the little details that make digital efforts a success. You're excited to be part of a team that is dedicated to growing our clients' digital presence through SEO/SEM efforts.

What You'll Be Doing:

Reporting to the Digital Marketing Manager, you will be working on SEO/SEM for a variety of clients. A large focus of this role is performing ongoing analysis of websites, on-site optimization work and digital campaign management.

Key Responsibilities:

- Lead site audits and competitive analysis
- Lead on-site optimization efforts alongside the development team and content writers
- Lead off-site activities using best practices in SEO
- Build, manage, and optimize PPC and SMM ads, primarily in Google Ads, Facebook Ads and LinkedIn Campaign Manager
- Perform ongoing keyword research and analysis
- Analyze Google Ads and Google Analytics data to provide reporting on performance and meaningful insights
- Updating Google Tag Manager and Event Tracking as needed (including Pixel Management)
- Contribute to strategic initiatives with digital ad campaigns, social media, and inbound marketing
- Analyze PPC and SMM ad results and provide meaningful insights

Qualifications

- Degree/Diploma or relevant work experience in Communications/ Marketing/ Business
- 1-3 years of experience with SEO/SEM, preferably in an agency environment
- Must be comfortable keeping up with best practices and changes in digital marketing

- Must be comfortable interacting with clients on a daily basis
- Highly organized with attention to detail
- Excellent communicator in written and verbal forms
- Experience working on reports and presenting findings to clients

Experience with key tools:

- Google Ads and Analytics (preferably certified)
- SEMRush or similar platforms
- Marketing Reporting Platforms
- Google Tag Manager
- LinkedIn Ads
- Facebook Network Ads
- HubSpot CRM
- WordPress CMS

Please submit your cover letter, resume and any relevant work samples to careers@coppcomm.ca if you think you'd be a good fit for this position. We look forward to hearing from you and will contact candidates of interest for interviews shortly.

Note: Our team is working currently remotely as a result of COVID-19. When we return to the office, this position can continue fully remote or has the option of a hybrid working model if you prefer to divide time between the office and working from home.