



GOOGLE CHANNEL SPECIALIST

Key Responsibilities

- Collaborate with clients and internal agency teams to determine campaign objectives, develop media recommendation presentations across the Google Suite and present plans and performance reports to clients
- Create media plan flowcharts and media buy authorizations
- Develop, organize, manage, and maintain all media budget tracking documents
- Manage day-to-day tasks associated with stewarding client-approved media plans including plan maintenance and ongoing optimization based on performance analysis
- Develop objective-based performance models and create the necessary attribution (partners, pixels, analytics)
- Create strategies and implement tactics for cross channel optimization and remarketing
- Establish search-specific key performance indicators, adhering to best practices
- Strategize, implement, and manage paid search campaigns across search platforms
- Develop and continually expand keyword lists and paid search ad copy
- Analyze historical performance of all available dimensions within assigned accounts to identify areas of opportunity or inefficiency
- Execute changes to various bid algorithms
- Stay up to date with current Google offerings and trends bringing new opportunities to your clients to test

Qualifications

- 3+ years proven experience planning, purchasing, and managing paid media across the Google Suite (Search, Display, YouTube)
- 3+ years experience in Google Analytics, Tag Manager, and Data Studio
- AdWords and Google Analytics certification
- Strong Microsoft Excel skills
- Tableau skills desired but not required
- Ability to use consumer insights, data, and platform performance to inform the development of integrated Google channel plans
- Strong analytical skills
- Ability to foster productive relationships with internal and external stakeholders
- Strong team player with excellent interpersonal and communication skills
- Detailed knowledge of the trends and technologies influencing the advertising industry
- Excellent attention to detail; exceptional problem-solving skills; strategic mindset



KSV's Core Competencies

Core competencies are the 'price of admission' to being part of the KSV team and are expected of all team members regardless of role or seniority.

Customer Focus	Builds strong customer relationships and delivers customer-centric solutions.
Decision Quality	Makes good, informed, and timely decisions that keep the organization moving forward.
Action Oriented	Takes on new opportunities and tough challenges with a sense of urgency, high energy, and enthusiasm.
Drives Results	Is focused on and consistently achieves results, even under tough circumstances.
Collaborates	Builds partnerships and works collaboratively with others to meet shared objectives.
Values Differences	Recognizes the value that different perspectives, life experiences, and cultures bring to an organization.
Communicates Effectively	Develops and delivers multi-mode communications that convey a clear understanding of the unique needs of different audiences.
Instills Trust	Gains the confidence and trust of others through honesty, integrity, and authenticity.
Self Development	Actively seeks new ways to grow and be challenged using both formal and informal development channels.
Being Resilient	Keep positive, stay calm under pressure, and believes there is a way forward, even when it can't immediately be seen.



About KSV

KSV is certified BCorp and a women-owned and led collective of creative and strategic thinkers who are committed to a more sustainable existence. As part of our team you'll have the daily opportunity to be part of something bigger than just yourself, because everything we do is filled with a purpose. And that's enough to fill us up with all types of good stuff.

Employee Benefits:

- 401k
- Health, dental, and vision coverage
- Parental leave
- Flexible PTO
- Paid holidays include the week between Christmas and New Year's Day, MLK Day, Memorial Day, Juneteenth, 4th of July, Labor Day, Thanksgiving and the following Friday
- Summer half-day Fridays
- Flexible work environment

KSV is a signer of the equal pay compact and is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to age, race, color, religion, sex, gender identity, sexual orientation, national origin, disability status, protected veteran status, or any other characteristic protected by law.