

PPC Specialist

Job Description: Real Estate Webmasters is looking for a talented marketer and advertiser interested in a digital marketing career.

Are you a marketer who enjoys copywriting and creating ads, analyzing data trends, and building relationships with your clients? Great! We're a Google Premier Partner who will train you in Google AdWords and Facebook Advertising.

Our tight-knit team is responsible for creating high-performing advertising campaigns for real estate clients. From text ads on Google, to branding ads on Facebook, to remarketing campaigns, we provide full-service PPC campaigns in an ever-changing online landscape.

Job Requirements:

Responsibilities:

- Manage and optimize various Google AdWords and Facebook Advertising campaigns on a daily basis
- Write concise real estate focused ad copy, with the goal of generating conversions
- Analyze PPC campaigns and data, making changes as needed
- Stay up-to-date on PPC and platform best practices
- Communicate directly with clients and colleagues via email and phone
- Manage several ongoing projects simultaneously; organize & prioritize tasks
- Recommend new advertising opportunities to improve PPC traffic and increase lead generation

Job Requirements:

- A degree in a field similar to Management, Marketing, Communications or Digital Media Studies, or the equivalent in skills and experience
- Excellent copywriting skills
- Strong analytical skills
- Detail-oriented personality
- Ability to communicate professionally, confidently, and succinctly
- Experience balancing multiple tasks at a time, staying organized and focused
- Working understanding of search engines, social media, and online landscapes
- Ability to work independently and as part of a tight-knit team

Application Requirements:

Resume & cover letter