

Internet Marketing Manager

JOB SUMMARY:

Manage search engine marketing campaigns and work with clients to develop a marketing strategy. Understand the functions of the internet, be able to analyze website traffic, and recommend new marketing opportunities using new innovative techniques.

JOB TYPE:

Position could be appropriate for a part-time role, unpaid internship, paid internship or full-time opportunity.

POSSIBLE FUNCTIONS:

1. Simultaneously managing multiple search engine marketing campaigns
2. Consulting closely with clients to develop their marketing strategy
3. Researching, analyzing, and recommending new marketing opportunities
4. Initiating new techniques to improve marketing results
5. Developing, monitoring, and reporting on PPC and paid inclusion programs
6. Providing recommendations for site improvements
7. Working closely with our development teams to implement optimizations
8. Preparing and analyzing monthly ranking and traffic reports

SUGGESTED EDUCATION, EXPERIENCE, AND SKILLS:

1. Education: Two or four year Marketing or Business Administration degree program or equivalent
2. Skills: Robust knowledge of the ever-changing Internet marketing landscape, proficient in conducting research online beyond major search engines, working knowledge of Excel, Word, basic knowledge of HTML, ability to multi-task and meet deadlines, superior attention to detail, excellent interpersonal and writing skills

