

Paid Search PPC Specialist - Remote Telecommute

Do you have a heart for serving? Do you strive to do things the right way? Do you constantly learn and reinvent yourself? Do you thrive independently and still play well with others?

InteractRV is looking to add a new telecommuting member to our marketing team with a passion for digital marketing. This experienced PPC specialist will...

- Have an optimistic attitude about life.
- Enjoy producing independently and also contributing as a teammate.
- Desire to learn new things, accept feedback, and grow in their capabilities.
- Be determined to achieve success with integrity.

A culture to grow with...

- Progressive, focused, and productive team atmosphere.
- Full-time w2 employee 100% telecommute position.
- No more traffic, pain at the pump, or water cooler politics.
- Pay increases, bonuses, and profit sharing based on performance.
- Holiday and vacation benefits.
- Investment account 3% company match.
- \$500 annual personal improvement benefit. (ie. fitness center, guitar lessons, ?).
- Provided computer, software, and tools to complement your abilities.
- A productive and rewarding working environment.

What we're looking for...

- Awesome knowledge and application of current paid search best practices, concepts, tactics, and strategies.
- Ability to develop results driven Google search and display (e.g. remarketing) campaigns.
- Be excellent and efficient at performing daily PPC account management activities.
- Effectively communicate to teammates and clients directly.
- Put to use your retail advertising and marketing experience.
- Work intentionally to meet client expectations and achieve results.
- At least some experience managing Facebook Ads is a plus.
- PPC AdWords Certification (or within 90 days).

What you get to do...

PPC Campaign Maintenance and Optimization

- Perform account management and optimization on a daily basis, in accordance with the PPC guide, team success metrics and best practices, in order to help improve campaign performance and meet client goals and expectations.
- Apply new concepts, ideas and strategies to help optimize and improve account performance.
- Prepare accurate monthly reports in a timely manner in order to provide clients with a good overview of their account's performance.
- Communicate account performance with clients during monthly meetings, making sure to include a discussion of client needs and suggestions.

Remarketing Campaign Maintenance and Optimization

- Implement new banner creatives on a monthly basis to help improve remarketing campaign performance and highlight current dealer promotions.
- Communicate ideas for banner creatives with Design team members to help create ads that are effective and visually pleasing.
- Manage and optimize remarketing campaigns in accordance with the PPC guide, team success metrics and best practices, in order to improve performance and meet client goals and expectations.

PPC Industry Research

- Perform weekly PPC industry research to keep up-to-date on new features, trends and best practices in an effort to help optimize and improve account performance.

Position only available to applicants residing in or relocating to the states of Alabama, Arkansas, Florida, Indiana, Kentucky, Pennsylvania, Michigan, Tennessee, Texas, Virginia, or Wisconsin. Contractor status may be considered for the right candidate residing anywhere in the USA or Canada. Applicants must be authorized to work in the United States.

How To Apply...

If you have the talent and confidence in your abilities ... and if telecommute / work from anywhere fits your personality ... **send your resume** to admin@interactrv.com along **with a brief note** explaining why you're interested in joining the InteractRV team. Any references to portfolio, websites, or design libraries you have is a plus.

About Us...



InteractRV has been serving the recreational vehicle industry since 2001. Privately held, no debt, and profitable with 25+ professional employees all working remotely. Positioned in our industry as the premier partner provider of web technologies, digital marketing success, and Internet business development; we are passionate about helping our clients, innovative with product/service offerings, and technologically progressive. Working remotely or telecommuting is in our DNA, it's how we've done business since day one. Over time we've put tools and processes in place and developed an environment to help us work independently yet thrive together as a team. For more information visit www.interactrv.com.

Position Keywords: PPC | SEM | Paid Search | AdWords | Internet Marketing | Online Advertising | Remarketing