



ABOUT THE AGENCY

Orchard is a full-service, boutique performance marketing agency that seamlessly blends the ambition and intuition of digital expertise with the acumen of proven brand and advertising leadership. We lead our clients by leveraging the power of brand, lead generation, web experiences and data analytics to deliver business results for our clients.

GREAT TALENT. FIRST & FOREMOST

Orchard's team of talent is diverse in their backgrounds and expertise and we're always looking for awesome people.

JOB DESCRIPTION: SENIOR SEARCH SPECIALIST

A Senior Search Marketing Specialist at Orchard is passionate for all things digital and is responsible for the management and implementation of paid and organic search marketing activities. The agency utilizes a multitude of software including but not limited to Google Ads, Bing Ads, Marin Software, Google Analytics, Google Data Studio, Google Tag Manager and more.

RESPONSIBILITIES

- Manage assigned clients paid media campaigns – primarily PPC (Google/Bing), but could also include display, and paid social
- Execute SEO strategies including keyword research, technical SEO, content strategy and optimization, and conversion optimization
- Analyze, recommend and implement campaign improvements to meet client's business objectives
- Produce detailed campaign performance analysis and reporting, including power point presentations when required
- Work with Account strategists to drive develop multi-channel digital programs and campaigns to meet client's business needs
- Complete keyword research that can be utilized both for PPC campaigns, but also SEO strategies
- Stay up to date on the constant changing digital ecosystem to educate the agency and client base

REQUIREMENTS

- Bachelor's degree in Marketing, Advertising, Journalism, Business, or similar
- Strong understanding of Digital Marketing and multi-channel tactics and strategies (Search, Social Media, Display/Video)
- Google AdWords and Google Analytics certified, experience in Display and Paid Social a plus
- Experience with Google Analytics and Google Tag Manager tracking implementation
- Strong MS Office skills, particularly Excel
- 3+ years experience actively managing paid search campaigns and SEO initiatives; agency experience preferred

KEY TRAITS

- A strong work ethic with the ability to take initiative
- Possess strong attention to detail and excellent follow-through skills
- Self-motivator, proactive thinking and problem solver
- Highly organized with the ability to juggle multiple projects at once and meet deadlines
- Sound analytical skills
- Excellent interpersonal skills and be able to create a rapport with all people across departments

ORCHARD IS IN THE HEART OF CINCINNATI'S RENAISSANCE NEIGHBORHOOD – OTR.

Think you'd like it here? Send us your resume at pammcdonough@growatorchard.com.

