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## Google Analytics and PPC Specialist

**Company:** [StepForth Web Marketing Inc.](#)

**Job Location:** Victoria, BC



### Skills Required

Web Analytics, Google Analytics, Analytics Account Manager, Google AdWords, Advanced Microsoft Excel and Word skills

### Career Description

If you are Google Analytics and Google AdWords certified, have analytics experience and are enthusiastic about pursuing an analytics and PPC career then please read on.

**Position:** contract work at first to confirm the quality of your work and then a full time position with benefits

**Wage:** The contracting wage will be between \$25 and \$45 per hour depending on credentials, references and experience. The salary will be between \$45,000 and \$50,000 per year plus benefits and bonuses to start. There is a lot of room for growth and salary increases for this position.

### What you need for this position:

- One to two years of experience in web analytics methodologies such as experimentation and testing, advanced segmentation and analysis.
- Mid-level expertise in SEM (Search Engine Marketing) / PPC (Pay Per Click) strategies and a minimum one year experience managing SEM/PPC and SEO campaigns / efforts.
- Excellent communication skills and ability to interact and manage the expectations of the Client, vendors, and internal resources with all levels of clients and technical resources.
- Proactively identifies issues and escalates when appropriate.
- Leads and contributes to improvements in processes (technical or business) for marketing experiments, reporting and analysis.
- Has a natural inclination, and passion to grow by making things better for Clients and our company.
- Manages clients' expectations from the start of a relationship through the life cycle of the relationship.
- An entrepreneurial mind and spirit
- The willingness to take on a challenge and shape this position into a long term career

### What you'll be doing:

In a nutshell the analytics portion of the job will make you the person who provides our marketing team with the data we need to act effectively on behalf of our clients. The PPC management portion of your position will mean providing the best ROI for our client's PPC advertising. In all cases, brief but to-the-

point reporting by writing and by phone to all clients will be a monthly duty. Below is additional detail on the technical aspects of the position.

- Monthly analysis and reporting to clients on results of marketing efforts and their effect on the clients website(s).
- Coordinating and customizing tracking tags, and implementations vs. a timeline provided to the Client.
- Some implementation of Multivariate or A/B testing strategies (from hypothesis creation to influencing creatives to identifying success metrics) and post test analysis. Experience in Google Website Optimizer or a comparable technology would be a plus.
- Effective and persuasive presentations (verbal and written) for clients and project teams.

**What's in it for you:**

- Work for a Great Boutique On-line Marketing firm with impressive clients
- Competitive Base Salary
- Full Medical/Dental/Vision
- Awesome working environment

If you are interested please apply today by sending your resume via email to [jobs@stepforth.com](mailto:jobs@stepforth.com) in conjunction with a few paragraphs on why you are suitable for this position. Also, please note your current location, the minimum salary you expect and the likelihood of moving to Victoria, BC, Canada should you be required to.

**Note:** Must be authorized to work in Canada on a full-time basis for any employer.

**Warning:**

- Please do not call us, we only accept email submissions
- Recruiters please do not contact us