

	DATE PREPARED OR REVISED 03-27-2023	FLSA CLASSIFICATION Non-Exempt ORGANIZATION LEVEL Specialist
Position Title Digital Marketing Ad Specialist	Department Marketing & Sales	Reports To: VP for Marketing & Sales
Position Summary: The Marketing Ad Specialist will play a key role in the success of our advertising campaigns. Responsibilities in this role will include the development of a PPC strategy, set-up and implementation of campaigns, and reporting on campaign performance. To be successful, the candidate will need a background in managing multiple Google campaigns and a passion for helping us grow.		
THE ESSENTIAL FUNCTIONS OF THE POSITION INCLUDE, BUT ARE NOT LIMITED TO THE FOLLOWING: <ul style="list-style-type: none"> • Responsible for the management of Pay Per Click media strategies • Responsible for the development of a PPC strategy, set-up and implementation of campaigns, and reporting on campaign performance • Perform management of PPC account on Google AdWords and other search engine platforms • Manage keyword bids, daily and monthly budgets, impression share and other important account metrics for multiple campaigns • Test keywords, bidding strategies, ad copy and more to create and constantly improve campaign performance • Assist with creative copy suggestions and writing • Work closely with other team members to create, plan and launch successful online marketing campaigns • Find and tell unique, emotional and compelling stories to connect audiences with the Gettysburg Foundation and its mission • Works directly with the Marketing team to generate and manage content on website • Research primary historical resources in order to write and create quality, professional content for a variety of web and social media outlets • Work with internal and external constituents to develop branded visual (video and photography) content and social content that can help deliver value across all media <p>THE DESCRIPTION ABOVE REPRESENTS THE MOST SIGNIFICANT ESSENTIAL DUTIES OF THE JOB BUT DOES NOT EXCLUDE OTHERS</p>		
THE NON-ESSENTIAL FUNCTIONS OF THE POSITION INCLUDE, BUT ARE NOT LIMITED TO THE FOLLOWING: <ul style="list-style-type: none"> • Perform other related duties as assigned • Assists the Marketing team with events and activities sponsored by that department which could be held on evenings and weekends • Serves as member of Gettysburg Foundation's creative team 		

EDUCATION/SPECIAL SKILLS/EXPERIENCE:

- Four-year college degree or trade school preferred or equivalent experience
- Minimum of one year's search engine marketing (SEM) and paid search (PPC) experience
- 2+ years of experience working with Google Ad campaigns
- Experience with Google Analytics and other website analytics tools
- Experience working with AdWords
- Experience in the Adobe Creative Suite (Photoshop, Premiere & After Effects)
- Verbal and written communication skills
- HTML and Kentico experience are a plus

PHYSICAL/MENTAL CHARACTERISTICS OF THE POSITION AND ENVIRONMENTAL FACTORS OF THE WORKPLACE:

- Ability to use office equipment
- Ability to lift, carry at least 40 lbs.
- Lifting, carrying, climbing with equipment for lengthy periods of time

This position description is not designed to cover or contain a comprehensive list of activities, duties or responsibilities that are required of the employee. The Gettysburg Foundation retains the discretion to add to or change the duties of the position at any time with or without notice.

Employee Acknowledgement Date

Supervisor Acknowledgement

Date