

Senior Search Engine Marketing Manager Division of Continuing Professional Studies

Reporting to the Director of Marketing for the Division of Continuing Professional Studies (CPS), the Sr. Search Engine Marketing (SEM) Manager will take the lead in defining and managing the college's online advertising strategies and tools for CPS. Contribute to the development of the annual CPS marketing plan, be responsible for the day-to-day management of the integrated online advertising campaigns, and work closely with the division's partners, including the Digital Marketing team, to achieve continuous improvement in Paid Search (Pay-Per-Click), Search Engine Optimization (SEO), and Conversion Rate Optimization (CRO) marketing. Results will be evaluated against key performance metrics, including conversion rates, cost per acquisition (CPA), and ROI.

The finalist will have a minimum of 4 years experience with at least 3 years dedicated to the paid search/SEM marketing experience. Must have expert knowledge of Google AdWords, Microsoft Ad Center, Facebook Advertising, and Google Analytics. A basic understanding of SEO best practices, web architecture and web development skills are highly desired. Professional experience working with online marketing metrics and working within the EDU vertical is preferred.

The ability to problem solve, prioritize, and manage time effectively to meet deadlines; be detailed oriented with an analytical approach; excellent verbal and written communication skills; and have proficiency in MS Office applications are essential for success.

The successful candidate will have a professional and positive attitude towards their work, the mission of the institution, and the goals of the college. Adaptability, continuous learning, strong critical judgment, a commitment to diversity and teamwork, and providing quality services are some of the staff competencies required for success at Champlain College.

Champlain College offers a comprehensive benefits package that includes tuition benefits, generous retirement contributions and a professional working environment.

Submit cover letter and resume online at www.champlain.edu/hr. The successful completion of a criminal background check is required as a condition of employment. Application deadline is November 2, 2012.

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Champlain College values, supports and encourages diversity of backgrounds, cultures and perspectives of students, faculty and staff. We are an Equal Opportunity Employer.

Apply Here: <http://www.Click2Apply.net/ms9mvjd>