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Search Engine Marketing (SEM) Specialist Job Description

ThermOmegaTech is seeking a tech-savvy Search Engine Marketing Specialist to join our growing team in our Warminster, PA headquarters. ThermOmegaTech is a leader in designing and manufacturing self-actuating thermostatic temperature control technology and a contract manufacturer of printed circuit board assemblies.

The SEM Specialist will partner with the existing internal marketing and business development teams to develop and execute a digital marketing strategy to influence potential customers and increase sales growth. An SEM Specialist's duties include keyword research and testing, implementing Pay-Per-Click campaigns, and analyzing and reporting on key metrics. To be a successful SEM specialist, you should understand SEM and SEO techniques and have excellent digital marketing skills.

Key Responsibilities:

- Lead the strategic development, execution, optimization, and measurement of multi-channel advertising campaigns, including PPC and display ads on search engines, trade magazines, and social media platforms.
- Conduct market research on keywords, consumer trends, and competing brands.
- Execute strategies to improve the organic rankings and search traffic across all company websites.
- On-site optimization related to page titles, URLs, redirects, internal link structures, SEO copy editing, and sitemaps review/maintenance.
- Design and develop online marketing campaigns to maximize search engine returns and website traffic.
- Collaborate with the marketing team and third-party vendors to optimize the websites, landing pages, and marketing automation campaigns to improve SEM strategies.
- Develop PPC campaign schedules and coordinate content development with the marketing team members.
- Manage ad budgets, bid strategies, keywords, and audiences for Google Ads and Google Analytics to maximize ROI.
- Execute tests, collecting and analyzing data, identify trends and insights.
- Track and analyze campaign data and report on recommendations to team members and management.
- Keep up to date with the latest advancements in search trends, PPC strategies, and SEO best practices.

Candidate Qualifications:

- Bachelor's degree in Marketing, Business, or another related field preferred
- 3+ years' experience in Google Ads account management for B2B preferred (Google Ads certification a plus)
- Knowledge of Retargeting/Remarketing, Display, and Rich Media/Video Advertising
- Proficient in Google Ads, Google Analytics, and Google Tag Manager (Experience with Looker Studio a plus)
- Proficient in Google and Bing Search Consoles
- Experience working with WordPress sites
- Basic understanding of HTML, CSS, and JavaScript.
- Proficient with Microsoft Excel
- Excellent time management, communication, and organizational skills
- Ability to analyze existing sales and marketing data to identify and interpret business trends
- Strong team player, willing to pitch in wherever needed

Disclaimer

The Employee is an “AT-WILL” Employee subject to termination with or without cause or resignation at any time.

The information provided in this description has been designed to indicate the general nature and level of work performed by incumbents within this job. It is not designed to be interpreted as a comprehensive inventory of all duties, responsibilities, qualifications and working conditions required of employees, assigned to this job.

Management has sole discretion to add or modify duties of the job and to designate other functions as essential at any time. This job description is not an employment agreement or contract.