



SEO & DIGITAL AD SPECIALIST

Diedrich RPM (DRPM) is an innovative marketing agency offering rewarding careers with competitive benefits in a fun environment. DRPM is known for the great care we take with employees and clients alike.

- We believe in a caring work-life balanced environment
- We believe our employees should love their job - and encourage growth, collaboration, teamwork, integrity, fun and balance.

We are looking for a SEO & Digital Ad Specialist. This position is a remote position with a pay range of \$45,000 - \$50,000 per year. Current benefits include:

- Paid time off and 10+ holidays a year
- Medical, Dental, and Vision (DRPM pays 80% of the premium - caring for our employees and managing the costs of insurance for all)
- Retirement plan with 3% company match
- Group pricing for short term and long-term disability and life insurance

Summary of Responsibilities:

Manage and assist with all digital marketing efforts, focusing on SEO and PPC marketing, along with other digital marketing disciplines as needed. This role requires the ability to communicate effectively with our digital marketing, creative, and account management teams and leadership.

Responsibilities include:

SEO

- Review sites to identify areas of opportunity
- Perform keyword research
- Deploy foundational SEO for both new and existing sites
- Write optimized content outlines for ongoing SEO work
- Develop backlink strategies
- Assist in making monthly reports for SEO performance
- Keep up with the latest SEO best practices
- Execute and monitor technical SEO strategy on an ongoing basis for clients

SEM & General Digital Marketing Support

- Working with our digital manager to create PPC campaigns across multiple platforms including AdWords, Facebook Ads, LinkedIn ads, etc.
- Execute digital advertising campaigns, including scheduling, monitoring, optimizing, and reporting performance
- Establish and monitor effective Pay-Per-Click ad campaigns. Report on PPC and SEO results, provide recommended changes to internal teams and clients.
- Establish/set up conversion goals for SEM campaigns
- Review campaign performance and optimize as needed
- Help create detailed KPI reporting on all services
- Research and evaluate digital marketing indicators and status and assist in strategy creation for our clients
- Stay up to date on trends and best practices for digital SEO and content marketing
- This role will also provide ongoing media content creation, posting of SEO optimized blogs (with provided copy), and monitoring and reporting on digital campaign ROI.

Professional and Educational Requirements:

- Bachelor's degree in marketing (preferred) or equivalent experience
- Deep understanding of SEO
- Deep understanding of SEM platforms and ability to execute SEM campaigns from the ground up.
- Agency experience preferred
- Google certified



- Alexa skills beneficial
- Amazon advertising (Sellics approved) to enable Vendor and Seller online sales
- Highly organized; must be prepared for client meetings with deliverables tied to agendas.
- Dress professionally – especially in client meetings
- Ability to listen closely and adapt creative direction to brand and clients' needs
- Ability to work autonomously with little direction
- Able to work well under the pressure of tight deadlines and changing demands
- Must have strong verbal, written and visual communications skills
- Must be a strong team player – willing to share with and listen to others
- Must be able to juggle multiple projects

Location: Remote position

Grow your skills, love your job, and work in a fun, balanced environment - Apply for this unique opportunity today!