

UW HEALTH JOB DESCRIPTION

Search Engine Marketing Specialist

Job Code: 320024	FLSA Status: Exempt	Mgt. Approval: L. Ferris	Date: February 2021
Department: Marketing & Communications		HR Approval: J. Theisen	Date: February 2021

JOB SUMMARY

As the Search Engine Marketing Specialist, the incumbent is directly responsible for the planning, set-up, optimization and reporting of multi-channel, online paid media buys for UW Health and the UW-Madison School of Medicine and Public Health. The position plays a key role in driving the strategic development and growth of paid search through thought leadership, innovation, and collaboration.

The incumbent will be responsible for driving business to multiple online brands by employing paid search best practices. The incumbent will work cross-functionally with our advertising, web and account management teams to develop campaign estimates, implement paid search strategies, optimize live campaigns and report on campaign effectiveness.

MAJOR RESPONSIBILITIES

- Conduct keyword research to develop campaign estimates and uncover SEO terms to guide content development for landing pages, ad copy and to help identify appropriate calls-to-action.
- Develop paid search strategies to increase lead volume, decrease cost per acquisition and outmaneuver competition in a highly competitive environment.
- Forecast PPC conversions and cost per acquisition goals based on campaign specific budgets and marketplace data/trends.
- Implement innovative tactics in account segmentation, quality score optimization, account automation, bid optimization, keyword evaluation/expansion, and ad copywriting
- Develop campaign reports using Funnel.io and Google Data Studio
- Assist the web development team with creating in house scripts to automate account tactics, manage bids, optimize keyword segments, identify statistical anomalies, and utilize budgets.
- Assist the creative team by guiding landing page conversion rate optimization tests.
- Assist the marketing team by developing strategies to help meet client goals and align with UW Health brand.
- Develop and optimize campaigns in Google AdWords, Bing Adcenter, and paid social platforms as needed.
- Ensure goals are being met, provide client facing trending reports, and communicate results to clients. Stay informed on new tactics, and data trends within the paid search industry.
- Customize ad concepts to optimize performance.
- Work closely with social media team, web team and external ad agencies to define strategies and meet program objectives.

ALL DUTIES AND REQUIREMENTS MUST BE PERFORMED CONSISTENT WITH THE UW HEALTH PERFORMANCE STANDARDS.

JOB REQUIREMENTS

Education	Minimum	Bachelor's degree in Marketing, Business, Computer Science, Communications, Statistics or other relevant field
	Preferred	
Work Experience	Minimum	<ul style="list-style-type: none"> • Extensive knowledge of Google AdWords and Bing Ads platforms. • 3 years relevant experience in Search Engine Marketing (SEM) and Pay Per Click (PPC) campaigns. • Experience managing the campaign specific budget of advertising accounts. • Experience with attribution tracking technology or platforms especially Google Analytics
	Preferred	Experience in developing and applying comprehensive marketing communications plans in an academic health setting: <ul style="list-style-type: none"> ○ Preparing and implementing complex campaign specific budgets; ○ Familiarity with survey and ROI tools and their applications.

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Licenses & Certifications	Minimum	
	Preferred	Google AdWords Certification Google Analytics Certification Bing Ads Certification
Required Skills, Knowledge, and Abilities		<ul style="list-style-type: none"> Understanding of bid management platforms. Strong proficiency in Google Ad Words, Google Analytics, Google Data Studio and Google Sheets Strong communication skills and ability to interact with and work around people Highly analytical mindset, with the ability to interpret performance data, analyze campaign goals, and make adjustments to key performance drivers Ability to adapt and thrive in a fast paced, evolving role within the organization Must have a positive and professional attitude, and a true passion for digital media Ability to react to frequent changes in duties and volume of work Ability to make judgments in demanding situations Ability to logically organize details Comfortable accepting responsibility for medium to large scale projects involving multiple resources and spanning many months from start to finish

AGE SPECIFIC COMPETENCY (Clinical jobs only)

Identify age-specific competencies for direct and indirect patient care providers who regularly assess, manage and treat patients.

Instructions: Indicate the age groups of patients served either by direct or indirect patient care by checking the appropriate boxes below. Next,

<input type="checkbox"/>	Infants (Birth – 11 months)	<input type="checkbox"/>	Adolescent (13 – 19 years)
<input type="checkbox"/>	Toddlers (1 – 3 years)	<input type="checkbox"/>	Young Adult (20 – 40 years)
<input type="checkbox"/>	Preschool (4 – 5 years)	<input type="checkbox"/>	Middle Adult (41 – 65 years)
<input type="checkbox"/>	School Age (6 – 12 years)	<input type="checkbox"/>	Older Adult (Over 65 years)

JOB FUNCTIONS

Review the employee's job description and identify each essential function that is performed differently based on the age group of the patient.

PHYSICAL REQUIREMENTS

Indicate the appropriate physical requirements of this job in the course of a shift. *Note: reasonable accommodations may be made available for individuals with disabilities to perform the essential functions of this position.*

Physical Demand Level		Occasional Up to 33% of the time	Frequent 34%-66% of the time	Constant 67%-100% of the time
X	Sedentary: Ability to lift up to 10 pounds maximum and occasionally lifting and/or carrying such articles as dockets, ledgers and small tools. Although a sedentary job is defined as one, which involves sitting, a certain amount of walking and standing is often necessary in carrying out job duties. Jobs are sedentary if walking and standing are required only occasionally and other sedentary criteria are met.	Up to 10#	Negligible	Negligible
	Light: Ability to lift up to 20 pounds maximum with frequent lifting and/or carrying of objects weighing up to 10 pounds. Even though the weight lifted may only be a negligible amount, a job is in this category when it requires walking or standing to a significant degree.	Up to 20#	Up to 10# or requires significant walking or standing, or requires pushing/pulling of arm/leg controls	Negligible or constant push/pull of items of negligible weight
	Medium: Ability to lift up to 50 pounds maximum with frequent lifting and/or carrying objects weighing up to 25 pounds.	20-50#	10-25#	Negligible-10#
	Heavy: Ability to lift up to 100 pounds maximum with frequent lifting and/or carrying objects weighing up to 50 pounds.	50-100#	25-50#	10-20#
	Very Heavy: Ability to lift over 100 pounds with frequent lifting and/or carrying objects weighing over 50 pounds.	Over 100#	Over 50#	Over 20#
Other - list any other physical requirements or bona fide occupational qualifications not indicated above:				

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Note: The purpose of this document is to describe the general nature and level of work performed by personnel so classified; it is not intended to serve as an inclusive list of all responsibilities associated with this position.