

Paid Search Associate

(to apply, send an email to careers@birdies.com with the position in the subject line)

Job Overview

We are looking for a Paid Search Engine Marketing (SEM) Associate to join the fast-growing digital marketing team at Birdies. This crucial role will be responsible for bringing all our paid search channels in-house and quickly making an impact on results. This role is a great fit for someone looking to become an expert in performance marketing through doing – by building, optimizing and scaling our paid search program. You will have a direct impact on revenue and growth while helping to manage million-dollar budgets at one of the hottest new footwear brands around.

Responsibilities

- Help execute integrated marketing campaigns across paid search channels (Google/Bing), YouTube and others
- Day-to-day tasks including all campaign setup, bid/budget management, keyword management, audience segmentation/targeting, ad uploads, a/b testing and reporting of KPIs
- Continuously optimize channels with on-going testing of ad copy, creative, keywords, landing pages, targeting strategies and bidding strategies
- Work closely with manager on paid search strategy, budgets and opportunities
- Partner with brand, creative, web and merchandising to ensure paid search campaigns are aligned with marketing and business priorities
- Ongoing analysis of channels and industry trends to identify opportunities to drive growth and improve return
- Serve as our liaison with Google, Bing and other search partners
- Provide support for other digital marketing programs as needed

Qualifications

- Bachelor's degree in Marketing, Business, Data Science or related field
- 1-2 years search engine marketing experience (Google Ads/Microsoft Advertising)
- Exceptionally analytical – able to organize and interpret large amounts of data to make recommendations
- Self-motivated, curious, proactive and passionate about testing and learning
- High level of proficiency in Excel (working with large data sets, mastery of pivot tables, etc.)
- Experience with web analytics and attribution tools a plus
- Keen eye for detail
- Strong written and verbal communication skills and the ability to work effectively with cross-functional teams
- Strong project management skills with the ability to multi-task and work under tight deadlines; comfortable with ambiguity
- Experience in marketing, retail, and/or eCommerce a plus, but not required

Perks

- Comprehensive health benefits
- 401k plan
- Commuter benefits
- Equity
- Catered lunches weekly

- Snack and beverages
- Birdies discounts and annual product allowance

About Birdies

Birdies was founded by Bianca Gates and Marisa Sharkey, two busy moms who share a passion for bringing family and friends together at home. Frustrated after years of hosting barefoot or in frumpy slippers, they decided to solve the problem. They originally designed Birdies as a comfortable and stylish slipper for home entertaining. But then a funny thing happened. People decided Birdies were just too good to keep inside and wore them everywhere. Now, Birdies has invented a new category of footwear merging luxurious style and ultimate comfort with exclusive 7-layer cushion technology. By combining the support of a sneaker, the softness of a slipper, and the style of a designer flat, Birdies created the most versatile shoe in the world.

Birdies is located in a beautiful downtown office in San Francisco's Financial District and is backed by Norwest Ventures, Slow Ventures and Forerunner Ventures. Called Meghan Markle's favorite shoe and featured in Elle, InStyle and the New York Times, Birdies is growing quickly and looking for great people to join the team.

Birdies is an equal opportunity employer and values diversity. We do not discriminate on the basis of race, religion, color, national origin, gender, gender identity or expression, sexual orientation, age, genetics, marital status, veteran status, or disability status.