



Lead Paid Search Buyer

ABOUT US

COMMON
THREAD
COLLECTIVE

The heartbeat of the Common Thread Collective (CTC) is far from your traditional marketing agency because we aren't a marketing agency. The traditional model is broken and we think differently. We are a digital sales agency passionate about helping entrepreneurs achieve their dreams.

In service of our clients, our focus on digital strategy, creative arsenal, and relationships uniquely aligns client dreams to our skill set driving revenue, growing brand awareness, and executing mission statements. We don't just sell stuff online, we invest in and help make our clients' dreams into reality. Pretty cool, huh?

In caring for our people, dream chasing and dream catching pulse through our office walls. A core value of CTC is that we are all entrepreneurs of our own life and as such we encourage play, promote curiosity, and help build each other up. To be better at our craft of digital sales, we strongly believe that investing in YOU will make CTC better overall.

A job is a job is a job. At CTC we don't hire for jobs, we build careers as a catalyst for your future self. We believe in who we hire so much that we offer all of our full-time employees:

- Full health, dental, and vision benefits that fit your lifestyle and goals.
- 401k program with a 3% company match (post 90 days employment) to bring out the investor inside you.
- 4 weeks of paid time off on top of Holidays, your Birthday and the week of Christmas paid. Go get your R&R on so when you're at CTC you're firing on all cylinders.
- A wellness reimbursement program that inspires 360 degrees of health: mentally, physically, and spiritually.
- Two monthly sessions to tell a licensed MFT therapist your dreams as an entrepreneur in our Tell Me Your Dreams (TMYD) program. To top it off, we provide you with resources to realize your dreams through our Dream Fund.

ABOUT THE POSITION

At CTC, we think of Facebook as demand generation, while Google serves as demand capture. Together, these ad platforms are able to service a consumer at every part of their journey.

Our Lead Paid Search Buyer [LPSB] is wholly responsible for the growth and ownership of the Paid Search business. For those who love tinkering, obsessively problem solve, and are enthralled by the idea of leading a team of other tinkerers and problem solvers, this is a dream job.

Analyze | As LPSB, you'll build, grow, and optimize your client's Google Accounts. You'll launch and manage campaigns, keep a close eye on budgets and bidding strategies, and conduct frequent A/B testing to gather data. You'll then proactively take measures that grow accounts, while focusing on client retention and ROI.

Communicate | You'll have two audiences competing for your attention, and you'll be ultra-communicative with both. First come your clients. You'll jump on weekly calls to discuss progress in accounts, as well as ways you're winning. Second comes your team and other internal groups. These groups are going to want to know what strategies you're deploying, and that you're ensuring consistency throughout the entire customer journey.

Grow | You'll have overall accountability for the management and growth of all of your clients' AdWords accounts. You'll leverage your natural ability to weigh risks and benefits, and take strategic measures to scale accounts whenever possible. You'll also be in constant contact with clients regarding what's working, and will work to increase spend in those areas that are killing it.

Lead | In a word: care. The LPSB nurtures, grows, develops, and shows care for each member of their team. As LPSB, you'll train Paid Search Buyers to see potential roadblocks as calls to action, and collaborate to address and assess each accordingly. You'll live into 'candor with care' through conversations around accountability and resourcefulness.

ABOUT YOU

We hire for effort and interest at CTC and have found that our successful Lead Paid Search Buyers encompass:

- Significant experience creating and optimizing Google ads at scale (this is the #1 requirement for this job, and if you haven't done this, this isn't the position for you)
- Confident interpersonal communicator and relationship builder, including the ability to hold people accountable and conduct difficult conversations
- Expert knowledge of the following:
 - Google Analytics
 - Google AdWords
 - Website Optimization
 - SEM
 - Copywriting
 - An ability to think about a brand's 360° digital approach from customer acquisition through to customer retention
- An insatiable curiosity, and an inability to leave a problem alone until you've found one or many different potential solutions
- A desire to take risks - but only after carefully examining the calculus and determining that your chosen course of action is most effective