



Paid Search Specialist (PSS)

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:

The full Google suite of products encompasses a vast number of different offerings. While we don't anticipate you being the next Larry Page or Sergey Brin, we do expect you to be very comfortable understanding all of the Google advertising products. From PPC to CPA Bidding you know everything there is to know about Pre Roll ads and Shopping feeds.

Are you still with me? Great, because while there is multitude of ways to spend a client's money on Google, doing so in an effective way that drives conversions is what we hope makes you want to get up out of your chair and dance! *We will actually encourage this and one of your colleagues will more than likely pull out a guitar and strum you a few chords as well.

Build | A PSS' ability to know every facet of how to effectively build a Google campaign is imperative, from Branded and Categorical Search to Shopping, Dynamic Display, and Youtube, these are all necessities in this position.

Scale | The PSS will also be responsible for hitting client's success metrics and growing ad spend and we don't just mean increasing Branded Search and dumping money into Display campaigns.

Strategize | While most SEM's may tend to set it and forget it, the PSS' mission will be to drive a high volume of qualified traffic in a strategic manner rather than take credit for bottom-of-the-funnel remarketing conversions.

Learn | The PSS will be expected to know everything there is about all of the latest Google product updates and launches, whether that is new platform changes and bidding opportunities or new product offerings.

About You:

We hire for effort and interest at CTC and have found our successful PSSes encompass:

- 2+ years of working with Google Ads (Formerly Google AdWords)
- Experience building/running Search, Shopping, Display and Youtube campaigns.
- Certification in Google Fundamentals, Search, Shopping, Display, Mobile and Video.
- Bachelor's Degree in Communications, Business, Marketing, or related field is preferred.
- Ability to utilize Excel/Numbers/Google Sheets to find trends and solve discrepancies.
- Be able to switch back & forth between different tasks quickly & efficiently.
- Blend creativity, a detail-oriented mindset, & analytical problem-solving into daily tasks.
- Managed daily, monthly, and annual ad spends for several clients at one time.
- Background in brand marketing and an understanding of customer purchase behaviors

