

LEVERAGE MARKETING LLC
Job Description

JOB TITLE: PPC Specialist

Reports To: CEM Leader	09/14/09
------------------------	----------

The role of the Customer Experience Manager (CEM) is to fully manage our customers' expectations and experience of using our Search Engine Marketing (SEM) Services. Our SEM services currently include Pay Per Click (PPC) Services (via Google, Yahoo, MSN and others) as well as Search Engine Optimization (SEO) and Email Marketing. Primary responsibilities will include working with internal contacts in charge of the technical execution of our SEM Services and keeping our external client updated on our teams varied efforts.

Responsibilities:

- Maintaining daily interaction with clients via phone and email
- Educating clients about the benefits of our services, often on a numerical basis.
- Working with clients to integrate SEM into their overall marketing strategy while assuring client satisfaction and retention
- Cross-selling our other SEM services to customer
- Interacting with internal teams to fulfill client requests in a timely manner
- Managing client expectations
- Keeping clients informed on best practices
- Delivering and explaining agency reports
- This position is 95% office based
- Ability to internally manage all deliverable dates/statuses and milestones for our customers
- CEM will take responsibility for critical deliverables and at times may complete SEM work that was promised to external customer

Qualifications:

- 1-4 years of experience in account management, client services or consultant based sales
- A professional, polished manner, organizational skills, and attention to detail
- The ability to work independently, solve problems, and see projects through to completion
- Excellent project management, organizational and time management skills
- Online Marketing (SEM/SEO) experience is a plus, especially in the areas of pay per click (PPC) search engines and search engine optimization.
- The CEM must have great communication skills as our CEMs interact daily with clients and internally with our SEO, Pay Per Click (PPC) and Email Marketing Teams.

To be a successful Customer Experience Manager, you should be a naturally positive, helpful and courteous person who likes to assist people with their needs. Together the CEM team will provide the excellent support services that all customers demand. Resumes with cover letters and salary requirements should be forwarded to Barbara@LeverageMarketing.net

Leverage Marketing is the Internet Marketing agency of choice for businesses that require the

absolute highest Return on Advertising Spending (ROAS). We have a proven record of delivering unprecedented Search Engine Marketing results for advertisers in highly competitive pay per click markets, with large-scale PPC campaigns, Email Marketing and complex SEO marketing programs. For more information visit www.leveragemarketing.net

We look forward to hearing from you. Well qualified applicants submitting resumes with cover letters AND salary requirements will be contacted for interviews.