

Haworth

Haworth is a high-touch, creative-driven media agency where individuals from diverse backgrounds and experiences contribute to our team. We're a 50-year-old startup—meaning as the media world becomes more complex, we reinvent how to connect with the consumer. What doesn't change is our mission to attract and welcome like-minded talent to a culture where you can grow, learn, and deliver your best work. We're a mid-size employee-owned independent with the hospitality of a boutique agency, backed by the clout and intelligence of WPP/GroupM, the world's largest media investment company. Our clients represent marquee consumer brands across retail, spirits, restaurants, electronics and more. Join us in our Minneapolis HQ where we embrace a hybrid work model as we grow our team of media specialists.

PLANNER, PAID SEARCH INVESTMENT

The Search Planner drives strategic development and execution of Haworth's SEM Investment offering across Haworth's full client roster. At Haworth, we are differentiated by our ability to drive holistic, customer-centric, omnichannel media campaigns and so it is critical that this role deliver in-depth, objective-based, search campaign plans that complement the overarching omnichannel strategy. The work will include development of strategic PPC strategies and plans, campaign building, campaign monitoring and optimizing, performance reporting and insights, and thought leadership creation to advance the success of our clients' search media.

We're looking for a thought leader immersed in Search industry knowledge, trends and technology, who will pave new roads while delivering to spec on approved plans for our clients. The Search Planner will need to build strong relationships and establish clear lines of communication externally with agency partners and internally with client services alike.

The ideal candidate will be solution-oriented and have hands-on experience with developing and executing successful paid search campaigns with demonstrated success. This role reports to the Search Manager and sits as a part of the Platform Investment Team at Haworth which is responsible for Planning and Activation across all Search and Social Media platforms.

RESPONSIBILITIES

- Development of innovative and strategic PPC Strategies
- Organization, compilation and delivery of search campaign tactical plans
- Managing Search Investment within DoubleClick Search and 4C as well as native platform-based media buying, specifically across Google AdWords, Bing Ads, Yahoo Gemini and AMS
- Search Campaign Building
- Search Campaign Monitoring and optimizing of live campaigns
- Search Performance Reporting and Insights Development
- Development of POVs, research projects and search thought leadership and stimulus for innovative solutions across the SEM landscape.
- Develop and implement test strategies (inclusive of, but not limited to: bidding, copy, positioning, etc.)
- Documentation of case studies and proof-point projects
- Responsible for achievement of KPI goals associated with varied business objectives.
- Interface with account teams and clients regarding campaign strategy and performance

SYSTEM & TOOLS

- Skai bid management technology or other (e.g. Marin, DoubleClick Search)
- Microsoft Office (Excel, Word, PowerPoint)

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REQUIREMENTS

- 2 years of relevant search experience.
- Paid Search planning, advanced strategy, optimization, and analysis. This includes familiarity running beta tests, Google Shopping, Gmail Sponsored Promotions, RLSA, etc.
- Ability to define achievable paid search KPIs (CPA or ROI).
- Planning strategic and tactical search campaign delivery that ladders up to multi-channel campaign strategy.
- Leveraging digital user behavior data and related digital industry data to craft strategic stories and identify white space opportunities.
- Attention to detail; problem-solving skills; strategic mindset.
- Persuasive presentation skills.
- Demonstrates confidence in setting expectations, probing for more, and understanding the “why” behind business implications. Being adaptable/flexible is key within this role.
- Strong analytical abilities and quantitative skills, including mathematical proficiency.
- Google AdWords certified with advanced knowledge of Google Analytics and SEO best practices.
- Basic understanding of other digital advertising channels preferred (e.g. social, video, display, etc.).
- Effective team player with proven ability to develop and maintain strong professional relationships with clients, colleagues and vendors.

Competitive compensation and casual, team-oriented working environment. Qualified applicants please forward your resume and salary requirements to: hr@haworthmedia.com