

Account Manager, Digital Media & Marketplaces – Markham, ON

We are the goba Sports Group and we believe in getting people to Go Outside and Be Active! We provide quality outdoor products for Performance, Team, Recreational and Family Yard activities. We, along with our distribution partners, represent 8 brands in 20 countries including Springfree Trampoline, Athletic Locker, Teva, Hoka One One and tgoma. We are a dynamic and entrepreneurial company that can give you a fun, empowering and positive place to work.

As part of the Web Paid Services team, the Account Manager Digital Media & Marketplaces is **responsible for developing and implementing pay-per-click media strategies for search, display and videos for all brands. This role will also manage accounts with online retailers/marketplaces such as Amazon, Ebay, Houzz, etc.** The Account Manager reports to the Director E-Commerce.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Perform daily account management of Google AdWords for our markets in US, Canada, Australia and New Zealand. Includes the management of Shopping ads, Search ads, Display ads and Video ads.
- Maintain and monitor keyword bids, daily and monthly budget caps, impression share, click-through-rates, quality scores and other important account metrics.
- Generate new paid search campaigns, ad groups, and accounts and aid in the creation of new paid search marketing initiatives.
- Generate weekly and monthly client reporting for all major metrics, goals tracking, revenue tracking, and other paid search initiatives.
- Monitor and administer web analytics dashboards, reports and key reporting tools, and point out key areas of importance in accordance client goals.
- Monitor and evaluate search results and search performance across the major search channels.
- Manage third-party online marketplaces including Amazon, Houzz and eBay to increase brand awareness and increase online revenue.
- Identify new opportunities to increase our presence in additional marketplaces.

BEHAVIOURAL COMPETENCIES

- You have a passion for internet marketing
- You have an outstanding ability to think creatively, identify, and resolve problems
- You work well under pressure and in a team environment
- You are self-motivated and follow current trends and changes to paid digital media
- You are effective at multi-tasking in a deadline driven atmosphere

EDUCATION AND EXPERIENCE

Minimum qualifications:

- BA/BS degree or equivalent practical experience.
- 2 years of experience managing digital advertising campaigns for clients, with a focus on Google AdWords

Please forward an updated resume to mwinfield@gobasports.com

Preferred qualifications:

- Google AdWords and Analytics certified
- Advanced level of proficiency in Google AdWords and excellent competency using spreadsheets
- Ability to strategically think and analyze the needs of clients
- Excellent business sense, problem solving, project management and analytical skills
- Experience with website analysis using a variety of tools including Google Analytics, Google Search Console as well as internal reporting tools
- Experience working with Marketplaces including Amazon, Houzz, eBay