



Google Ads Analyst

About North Shore Digital

We are a rapidly growing digital marketing agency based out of the beautiful North Shore in Vancouver, with a remote team from around the country and clients across Canada and the USA.

Our culture is all about helping awesome people and businesses succeed online by making data make sense. The heartbeat of our company is our people who are creative, agile, and collaborative.

Our values are Sustainability, Adventure, Community, Abundance & Work / Life Balance. If you have similar values - you'll fit right in!

The Role

The **Google Ads Analyst** is responsible for the strategic vision, configuration, management and optimization of client campaigns for Google Ads in our 4 primary service verticals of Financial Services, Home Services, Education, Health & Wellness.

For this role, the ideal candidate is a highly **detail oriented** individual who can work independently and has excellent organization skills. This position requires a data analyst who is methodical and thrives in an environment where they are constantly testing, iterating, researching and optimizing variables such as keywords, ad copy, bid strategies, audience segmentation, landing pages, and more to improve and optimize ROI for clients.

They are highly **technically competent** with a firm understanding of Google Analytics, Google Tag Manager and Wordpress CMS with the ability to set up Google Ads tags, conversion and ROI tracking utilizing all 3 of these platforms. They are an adept problem solver who can troubleshoot unique client challenges such as cross-domain tracking external portals and platforms, researching unique solutions or delegating efficiently to our backend technical team.

Finally, they are an experienced **copywriter** with advanced English language proficiency who can translate client website and business collateral into compelling and engaging Ad copy. They are an outstanding communicator who will be working collaboratively with our Content Marketing Manager and Web Development Manager to create and deploy high converting landing pages, ad images, videos and more.



Requirements

- **3+ years experience** in Google Ads with a proven record of progressive client success, campaign growth and ROI.
- **3+ years** experience with **conversion tracking tools** Google Analytics & Google Tag Manager or other analytics tools. Bonus if you have knowledge of javascript & front end web development experience.
- **Certification in at least Google Ads Search** is mandatory. Certification in Google Analytics as well as Display, Video & Shopping is preferred.
- **3+ years** experience with **WordPress** CMS and/or experience using other CMS.
- A **marketing, web/software development or business degree** or combination of diploma/certification and industry experience.

Bonus...

- Experience/certification in web/software development. In particular, web and landing page development for CRO.
- SEO experience and certification with platforms such as SEMRush & Moz. Experience with the **Local SEO** tech ecosystem and with associated tools, plugins & platforms such as Yoast, Google My Business, Google Search Console etc.
- Experience running campaigns in one of our **4 industries**: Financial Services, Health & Wellness, Home Services, Education.

Compensation

- Salary range of \$57,500 - \$72,000 per year DOE
- Generous compensation package including health benefits and generous paid time off.
- Remote position with home office allowance.
- Work with a fun, rapidly growing and flexible agency with opportunities for career advancement.
- Paid professional development opportunities.
- We work hard and support each other's efforts to provide a high level of service and an outstanding product to our clients.