

9LETTERS

#301-107 East 3rd Avenue
Vancouver, BC Canada V5T 1C7

Position Title: Senior SEM Specialist

Salary Range: \$70,000 - \$80,000

At 9Letters, we believe brands earn attention when clarity meets creativity. As our Senior Search Marketing (SEM) Specialist, you will lead paid search strategy, implementation, and ongoing management across our client portfolio. You will own campaigns across Google Ads and Microsoft (Bing) Ads, translating client business objectives into effective search strategies and measurable results.

This is a hands-on, client-facing role that works closely with the Connections team to ensure paid search is effectively integrated into broader media strategies. The ideal candidate combines deep paid search expertise with strong strategic thinking, analytical skills, and the ability to clearly communicate recommendations to both clients and internal teams.

Search Strategy, Planning & Research

- Lead the development of paid search strategies that align with client business objectives, target audiences, consumer journeys, and performance goals.
- Translate client briefs and business challenges into clear, actionable SEM recommendations.
- Audit existing accounts to identify performance gaps, growth opportunities, and strategic recommendations.
- Lead campaign architecture, setup, and implementation across Google Ads and Microsoft (Bing) Ads, including Search, Performance Max, Demand Gen, Display, and remarketing where applicable.
- Conduct keyword, competitive, audience, and market research to inform campaign strategies and recommendations.
- Develop campaign investment recommendations, forecasts, benchmarks, and KPIs based on client objectives.
- Present SEM strategies and recommendations to clients and internal teams, refining approaches based on feedback and performance learnings.
- Stay current on search trends, platform developments, automation, AI-driven advertising capabilities, and changes in consumer search behaviour.

Campaign Management & Optimizations

- Independently manage day-to-day paid search campaigns across Google Ads and Microsoft (Bing) Ads, ensuring campaigns remain aligned with approved strategies, budgets, and performance objectives.
- Manage campaign budgets, pacing, bidding strategies, keywords, search terms, audiences, ad copy, assets, and targeting.
- Continuously analyze performance and implement optimizations to improve campaign effectiveness and efficiency.
- Develop and manage testing approaches across ad copy, audiences, landing pages, bidding strategies, and other relevant campaign variables.
- Maintain effective keyword expansion and negative keyword strategies and identify opportunities to improve campaign quality and conversion performance.
- Optimize campaigns toward relevant client KPIs, including CPA, ROAS, conversion volume, revenue, and other business objectives.
- Proactively identify performance issues and opportunities and provide clear recommendations for action.

Measurement, Analytics & Reporting

- Ensure appropriate conversion tracking and campaign measurement are in place, collaborating with internal Analytics resources where required.
- Analyze campaign data to identify trends, performance drivers, challenges, and opportunities.
- Collaborate with internal teams to develop clear and actionable reporting using Looker Studio and other relevant tools.
- Translate campaign performance into meaningful business insights and recommendations rather than simply reporting on metrics.
- Lead SEM performance discussions on client calls, clearly communicating results, learnings, optimizations, and next steps.
- Maintain accurate campaign budgets, forecasts, and spend, proactively addressing potential over- or under-spend.

Relationships & Cross-Team Collaboration

- Act as the agency's paid search subject-matter expert, advising the Connections team on SEM strategy, platform capabilities, investment recommendations, and best practices.
- Partner closely with Connections team members to ensure paid search recommendations are integrated into broader media strategies and client plans.
- Coordinate with the Connections team throughout campaign planning, implementation, optimization, and reporting to ensure alignment across channels.
- Collaborate with Strategy, Creative, Analytics, Production, and Client Services teams to ensure search campaigns are supported by effective messaging, landing pages, measurement, and broader campaign strategy.
- Provide SEM insights and search behaviour learnings that can inform broader media and communications strategies.
- Share relevant platform developments, campaign learnings, and paid search best practices with internal teams.

Qualifications – Education & Experience

- 5+ years of hands-on experience managing PPC/SEM campaigns, ideally within an agency environment.
- Demonstrated experience independently developing, implementing, managing, and optimizing paid search strategies and campaigns.
- Advanced hands-on experience managing Google Ads, including Search, Performance Max and Demand Gen with experience across Display and remarketing considered an asset.
- Strong hands-on experience managing Microsoft (Bing) Ads.
- Experience managing significant paid search budgets and performance-driven client accounts.
- Experience presenting SEM strategies, campaign performance, and recommendations directly to clients.
- Google Ads Certification is considered an asset.
- Familiarity with the Canadian digital advertising landscape is considered an asset.

Qualifications – Skills & Competencies

- Deep understanding of paid search strategy, campaign architecture, bidding, targeting, optimization, and measurement.
- Strong analytical mindset with the ability to interpret campaign data and translate findings into actionable business recommendations.
- Strong understanding of performance metrics
- Working knowledge of digital analytics and measurement, including Google Analytics 4 (GA4) and conversion tracking.
- Basic understanding of SEO principles and how paid and organic search can work together is considered an asset.
- Familiarity with Google Tag Manager (GTM) and Looker Studio is considered an asset.
- Excellent written and verbal communication skills, with confidence presenting strategies and recommendations directly to clients.

- Strong attention to detail and ability to independently manage multiple accounts, campaigns, budgets, and priorities.
- Collaborative, proactive, curious, and adaptable in a fast-paced agency environment.

What We Offer

- Opportunity to own and shape paid search strategy across a diverse range of clients.
- A collaborative, supportive, and growth-oriented agency culture.
- Opportunity to work closely with Connections, Strategy, Creative, Analytics, and Client Services on integrated campaigns.
- Exposure to senior leadership and opportunities for continued professional development.
- A chance to help develop and grow and expand 9Letters' paid search capabilities.

Key Performance Indicators

- Effective paid search strategies that align with client business and campaign objectives.
- Strong campaign performance against established KPIs and client goals.
- Accurate, timely, and well-managed Google Ads and Microsoft (Bing) Ads campaigns and budgets.
- Clear, actionable performance insights and optimization recommendations.
- Strong client communication and confidence in SEM expertise and recommendations.
- Effective collaboration and coordination with the Connections team and other agency disciplines.