**SEM Manager**

**Google Ads/SEM Media Buyer**

As the SEM manager you will be responsible for developing, executing, and optimizing complex, large-scale Google Ads campaigns to drive impactful results across our multi-brand accounts, with a focus on the North American market in the iGaming industry. This role requires a deep understanding of Google Ads platform functionalities, extensive experience in managing campaigns with multi-million budgets, and a proven track record of delivering exceptional performance within the iGaming space.

**Key Responsibilities:**

* Develop and execute data-driven search engine marketing (SEM) to drive business outcomes within the iGaming industry
* Develop, manage and optimize multi-million paid search campaigns (Search, Performance Max, Demand Generation)
* Collaborate cross-functionally with brands, creative, and data teams to ensure campaign alignment, platform best practices, reporting, and knowledge sharing
* Continuously and proactively analyze and report on campaign performance, identifying opportunities for optimization
* Stay abreast of industry trends & best practices to keep a cutting-edge approach to SEM
* Align on keyword strategy in collaboration with our SEO Manager to enable a win, pass, play keyword framework
* Write compelling ad copy which is consistent with marketing messaging across all business units
* Create and implement testing opportunities to showcase the value added of search marketing efforts to campaigns and the overall business.
* ​Proactively identify growth opportunities and spearhead the implementation of innovative advertising strategies for the American iGaming market
* Ensure all campaigns adhere to platform policies, client guidelines, and legal/regulatory requirements, especially within the iGaming industry

**Requirements:**

* **Google Ads Certified.  
  Prior work experience in iGaming is required.**
* 5 years of experience in a Paid Search role managing large-scale, multi-million dollar Google Ads campaigns, with a focus on the North American market and the iGaming industry
* Knowledge of bid management tools, Customer acquisition, and Retention strategy
* Experience with Tag Manager and Pixel Tracking setup
* An analytical thinker with the ability to effectively turn reporting and analysis into actionable insights and execution plans.
* Ability to develop a POV and implications based on data and present findings to key stakeholders.
* Collaborative and positive attitude with a passion for questioning assumptions and answering questions with data in order to unlock value for the enterprise.
* Excellent time management skills, with the ability to prioritize and multi-task, and work under shifting deadlines in a fast-paced environment.

**Benefits**

* Medical and Health Benefits  
  We provide our employees with medical benefits, including dental, vision, prescription coverage, medical coverage, and health benefits.
* Career Development  
  We promote leadership opportunities and continued learning by offering paid courses that will expand knowledge and expertise, mentorship, and the opportunity to attend profile networking events worldwide!
* Unique Perks  
  Some company initiatives we run, tailored to our culture of celebration, include holiday parties, an annual trip to the Caribbean, anniversary celebrations, weekly ‘Happy Friday’ lunches, and a world of other fun experiences!