



Web Marketing Specialist

The Web Marketing Specialist supports the Andax marketing team by managing Google Ads, providing performance insight through data-driven reports, and making changes to the company web pages as needed.

Duties

- Manage Google Ads
- Create monthly reports demonstrating the performance of Google Ads
- Create monthly website analytic reports and offer suggestions on ways to improve web traffic. Take complex data/information and find the story it tells – what is (or isn't) working and why?
- Collaborate with the marketing manager to develop monthly digital marketing plans
- Make changes to the websites (Miva platform) as needed including adding or removing graphics, banners, and editing text.
- Stay on top of digital marketing trends
- Gain a thorough understanding of Andax products

Skills

- Excellent communication
- 2+ years' experience managing paid Google Ad Campaigns
- 2+ years' experience with Google Analytic reports
- Basic knowledge of C#, Javascript, CSS, HTML, and Mivascript
- SEO
- Google keyword research
- Campaign tracking
- Social media marketing
- Creative problem solving
- Teamwork
- Research

Bonus

- Interest in hunting, camping, and/or fishing
- Bachelor's Degree or college coursework in Marketing, Data Analytics, Statistics, Economics, Finance, Data Mining.

Please note, this is not a remote or contract position. Candidates must reside within 50 miles of Saint Marys, KS.

To apply, please email your resume to jobs@andax.com.