

Employment Opportunity

Search Specialist



For best consideration, please apply confidentially
by: Monday, February 28. www.qtigroup.com/SearchSpecialist



ABOUT THE ORGANIZATION



Mid-West Family would like to introduce themselves to you:

We are an independent, employee-owned marketing firm headquartered in forward-thinking Madison, Wisconsin.

Our mission is to serve our communities, listeners, and advertisers. We carry out our purpose with a full suite of traditional and digital marketing tools. When we say tools, we don't mean shiny petite screwdrivers. We're talking a souped-up power drill modified with radio antennas big enough to reach Mars. Or at least Milwaukee. We own eight radio stations, employ unique on-air personalities that actually influence our local communities, and of course, win impressive broadcasting awards.

Tireless promoters of community involvement and philanthropy; we are committed to serving our community. It's more than an obligatory half-day serving soup and smiles, it's countless hours and hundreds of thousands of dollars donated to local causes. The money raised here stays here.

Within the guitar-covered walls of our custom-designed building, there is a candid and diverse company culture afoot. Minimal hierarchy where everyone's voice has a place. We may even cast you in a radio commercial or digital video.

We are outgoing entertainment industry professionals, compassionate creative leaders, digital-savvy marketers, with a dedicated management team who help to reinforce a work-hard-play-hard atmosphere to be envied by all.

We are the people who rock out at a late-night concert, but get up the next morning for a meeting.

If we were a haircut, we'd be a mullet— business in front and a party in the back!

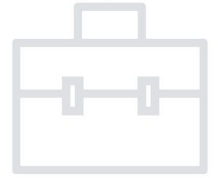
Mid-West Family Madison is an Affirmative Action/Equal Opportunity Employer.

ABOUT THE ORGANIZATION

Check out this video to learn more about working at Mid-West Family:
“We Believe”



ABOUT THE OPPORTUNITY



Mid-West Family is seeking a full-time **Search Specialist** to help shape the future of its ever-changing and evolving organization. If you desire to be part of a team that makes a difference and have fun while you're doing it – it's here!

What's in it for YOU: (perks of the job)

- Eligibility for promotion within.
- Extensive training opportunities – they are committed to initial and on-going improvement.
- Paid annual gym membership at local fitness clubs.
- Work with a growing, fast-paced, exciting team.
- Community involvement. With 8 live and local, market-leading radio stations as a part of their team, there are many opportunities for you to enjoy local entertainment.
 - Examples include:
 - Local county fairs
 - American Family Children's Hospital Radiothon
 - Storytellers Jam
 - Viva Mexico
 - Veterans Radiothon
 - Ornament Smash
 - Meet & Greet opportunities with various artists
 - Local baseball games
 - Multiple football Tailgate parties
 - Tickets to various sporting events

Job Responsibilities:

- Execute organic search (SEO), paid search (SEM), pre-roll and display campaigns, including managing communication, workflows, and timelines.
- Partner with internal marketing teams and external suppliers to ensure quality output for client campaigns.
- Manage budgets, tracking, testing, and reporting for search campaigns.
- Monitor and report web traffic and source analytics against KPIs.
- Audit websites and online presence to make recommendations.

ABOUT THE OPPORTUNITY

Job Responsibilities cont.

- Aid in the pricing/estimates for recommendations.
- Perform all on-page, off-page and technical SEO for clients.
- Set up clients' Google account, analytics, my business and search console, Bing Places, webmaster tools, etc.
- Use search tools available to research, troubleshoot and run campaigns.
- Represent Mid-West Family in client meetings as the subject matter expert.
- Provide subject matter expertise to internal teams to help train and educate.
- Investigate new technologies to stay ahead of the curve.
- Ability to be more than one-dimensional, knowing how other platforms can help SEO/SEM perform better.
- Believe in always improving the Customer Journey for the clients.
- Other duties as assigned by the management team.

Qualifications, Skills, and Experience Required

- 3+ years search experience.
- Proficient in the Google Ads platform with strong knowledge in Google Ads campaigns.
- Strong knowledge in keyword research and implementing or managing SEO and SEM campaigns.
- Experience in client reporting meetings/presentations.
- Excellent time management skills to effectively manage multiple clients at the same time and meet established deadlines.
- Google certification for paid search.

Required Attributes

- **Relationship-Oriented:** Astute in cultivating and managing relationships toward a common goal. Acts with integrity and strong ethics to ensure best practices and to foster trust.
- **Strong communicator:** Exceptional oral and written communication and relationship management skills with staff and clients.
- **Problem solver:** Ability to identify and resolve problems in a timely manner and to gather and analyze information skillfully to make sound decisions.
- **Technologically-savvy:** Possess an appetite for employing new technology to better enable staff and services.



ABOUT THE OPPORTUNITY

Required Attributes cont.

- **Innovative:** Possesses a creative and aspiration approach when thinking about products and services. Creates and embraces new ideas and strategies.
- **Organized:** Ability to efficiently manage time, workload, and resources in an effective way to achieve goals and objectives and improve productivity.
- **Detail-Oriented:** Exercises extreme attention to detail resulting in accuracy and thoroughness.

Additional Information:

Salary and Benefits

- Salary based on experience
- Full benefits package include: Medical, Dental, Vision
- 401k with company match
- Flexible spending account
- Vacation time
- Sick time

This role is a Monday through Friday from 8am-5pm position and will report to the Digital Operations Manager.

ABOUT MADISON, WISCONSIN



The position is located in Madison, Wisconsin. Madison anchors a thriving economic region of over 536,000 which includes the state capital, the University of Wisconsin-Madison, a world-class research university, and growing technology and research companies -- this year, 2021, it was awarded "Best Place to Live in America" by Livability.

Madison is a rare combination of thriving businesses, progressive government, rich culture and advanced education - all in a setting of rare natural beauty. Surrounded by five lakes, laced with bike trails, and enlivened with numerous parks and green spaces, the area offers countless opportunities to enjoy a balanced lifestyle in a dynamic Midwestern city, with the ability to easily enjoy the arts, sporting events, access to exceptional farm-to-table food, boating and water sports on the lakes, hiking, biking, and skiing on the many trails, and camping in a multitude of pristine state parks around the city and the region. Combine these factors with clean air, abundant green space, superior educational and healthcare facilities, a low unemployment rate, and engaged communities, and you have Madison - a great place to live and work.



Madison, Wisconsin consistently earns top results in nationwide quality-of-life rankings, articles and surveys. For more information, please visit:

- visitmadison.com
- agreatermadison.wistia.com



INTERESTED?



Application and Selection Process

Mid-West Family Madison has exclusively retained The QTI Group to conduct the search for their new Search Specialist. The QTI Group is a comprehensive human resources advisory services firm founded in 1957. QTI is headquartered in Madison, Wisconsin and has nine branch offices throughout the state of Wisconsin.

Qualified individuals interested in being considered for the position are invited to submit their resume to: **www.qtigroup.com/SearchSpecialist**

Inquiries may be submitted to The QTI Group at the email or phone number listed below.

Deborah Best

Recruiting Consultant

deborah.best@qtigroup.com

1010 East Washington Ave, Suite 314

Madison, WI 53703

608-257-1057