

## **POSITION DESCRIPTION**

**Title:** Senior Communications Specialist—Search

**Recruiting Title:** Senior Search Specialist

**Reports to:** Associate Director—Digital Strategy

**Grade Level:** 7

**Job Location:** Al-Anon Family Group Headquarters, Virginia Beach, VA

### **Job Brief:**

This position supports the Digital Strategy Team in managing all search campaigns on Google, Yahoo and Bing, as well as other search and display marketing engines. A successful Senior Communications Specialist—Search will effectively manage the search budget and work with the Programs and Digital Strategy teams in order to drive traffic, and to encourage prospective members to attend a meeting by providing creative content/sharings related to typical questions, and to bring enticing content to existing members.

### **Overview of Team:**

Digital Strategy is responsible for all digital marketing activities as it pertains to reaching people affected by someone else's alcoholism who have various understanding and awareness of Al-Anon Family Groups. Additionally, Digital Strategy manages the channels responsible for reaching out and informing Al-Anon members about the latest information from the World Service Office.

### **Specific Duties and Responsibilities:**

- Participate in the development of search strategy
- Execute tests, collect and analyze data, identify trends and insights in order to achieve increased audience through search campaigns
- Leverage conversion tracking to maximize our Google Ad Grants program
- Collaborate with Programs Department to create attractive content and landing pages for search engine campaigns
- Perform ongoing keyword discovery, expansion and optimization
- Lead the content curation efforts to align with key paid search and organic search objectives including requesting specific landing pages as needed
- Other duties as assigned.

**Requirements:**

- Proven Search experience and success managing PPC campaigns across Google, Yahoo and Bing
- Well-versed in performance marketing, conversion, and online acquisition
- Up-to-date with the latest trends and best practices in search engines
- Experience with Google Analytics
- Strong analytical skills and experience generating search reports
- Familiarity with A/B and multivariate experiments
- Working knowledge of HTML, CSS, and JavaScript development and constraints
- Five years continuous AI-Anon membership

**Education**

- BS/MS degree in Marketing with one year's experience in a search position or equivalent work experience

**Physical Demands:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to express or exchange ideas by means of the spoken word. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision.

**Work Environment:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job in an office environment. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.

**Work Location:**

This job is located at the AI-Anon Family Group Headquarters' World Service Office in Virginia Beach, VA. Remote location will not be considered for this position.

**Point of Contact to Apply:**

Please contact Bill Piersol, the Employee Resources Manager, if you would to apply or if you have any questions about this position. Resumes and a cover letter can be emailed to him at [bpiersol@al-anon.org](mailto:bpiersol@al-anon.org). He can be reached by telephone at 757-563-1600.