

POSITION: PPCClassroom Product Manager

SUMMARY:

This Product Manager will maintain and continually grow Affiliate Classroom's PPCClassroom product line. He/she will provide PPC marketing insight and expertise to the PPCClassroom members as well as to the company.

RESPONSIBILITIES:

- **Product Manager** - Manage the PPCClassroom product line. This entails:
 - Full responsibility of the product line which includes physical course materials, a fulfillment system for shipping materials, an online forum, and ongoing content creation and delivery via the web, email and phone.
 - Manage the PPCClassroom Faculty Board. Organizing and hosting regular meetings, scheduling and managing the Board's content contributions and fostering positive relationships with and between the members.
 - Interface with third party vendors to support the product line. This includes PPC search engines, tracking and campaign management solutions, shipping and fulfillment houses and telecommunication suppliers.
- **PPC Expert** - Provide PPC support and advice to members via the online forum, regularly scheduled teleseminars and webinars, email and phone.
- **PPC Campaign Manager** - Manage PPC-based campaigns for the company's products and services. Track campaigns, spends and opportunities and provide analytical reports on all aspects of search distribution. Using these reports, create case studies to share with the PPCClassroom members.
- **Company Strategy Contributor** - Work alongside the other staff members to create strategies that yield the maximum ROI and support the company's growth.

SKILLS AND EXPERIENCE:

- A Bachelors degree in Business Administration or other relevant field is preferred
- Minimum five (5) years experience in Interactive marketing or media, e-commerce, advertising, or technical products & services industries
- Minimum three (3) years of PPC search marketing experience.
- Excellent communication skills with a demonstrated ability to communicate at all levels of the organization
- Exceptional written and verbal communication skills, excellent problem solving abilities.
- Highly organized and excellent time management
- Positive outlook
- Additional experience creating and executing email marketing and affiliate marketing strategies preferred.

LOCATION:

Position is based in College Park, Maryland. (Telecommuters **may** be considered.)