



## **Digital Marketing Assistant (SEO, Google Ads & Google Platforms)**

**Contract: 1099 | Estimated 30–45 hours/month | 45-day trial period**

**Location: Remote (must be available for communication during business hours)**

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### **About Us**

Key Concepts Marketing is a full-service agency based in La Vernia, Texas, now in its fifth year of business. As we continue to grow, we're looking for a detail-oriented and tech-savvy digital marketing assistant to support the SEO, Google Ads, and Google platform side of our operations.

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### **What You'll Do**

#### **Google Ads Management**

- Set up and manage Google Ads campaigns for a variety of clients
- Write ad copy, select targeting options, and monitor campaign performance
- Make regular optimizations to improve click-through rates and conversions
- Track ad performance and report on key metrics

#### **SEO & Google Platform Support**

- Set up and manage all Google properties for new clients including Google Analytics, Google Search Console, Google Tag Manager, Google Business Profile
- Install and verify tracking codes on websites
- Submit new pages for indexing in Google Search Console
- Monitor and manage SEO vendor progress across multiple accounts
- Serve as the main point of communication between KCM, vendors, and SEO clients
- Respond to Google Business Profile (GBP) reviews on behalf of SEO clients
- Run performance reports and contribute to SEO strategy

## **Other Responsibilities**

- **Conduct website audits focused on both UX (user experience) and UI (interface functionality)**
  - **Create, verify, and optimize Google Business Profiles**
  - **Review analytics across client accounts to ensure accounts are performing properly and flag any issues**
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## **Requirements**

- **Experience creating and optimizing Google Ads campaigns**
  - **Proven knowledge of key Google platforms (GA, GSC, GTM, GBP)**
  - **Solid understanding of SEO best practices**
  - **Basic understanding of website structure and user experience**
  - **Strong attention to detail and time management**
  - **Responsive to internal communications within 24 business hours**
  - **Comfortable working independently and managing multiple accounts**
  - **NDA required**
  - **Experience with Asana is a plus, but not required**
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**This is a flexible, remote position with strong growth potential for someone who is strategic, organized, and proactive.**