



Position: Google Ads Coordinator
Location: Edmonton, AB (Fully remote)
Position type: Independent Contractor | Part-Time
Estimated Monthly Hours: 40-50 hours per month

Boomtown Digital Marketing is seeking a **detail-oriented Google Ads Coordinator** to support our Senior Google Ads Manager across a portfolio of active client accounts. This role focuses on campaign execution, account monitoring, and maintaining organized Google Ads accounts across multiple clients.

This is a remote, part-time contract position designed for someone early in their digital marketing career who wants hands-on experience inside real Google Ads accounts while working under experienced leadership.

This is a support role focused on execution, quality control, and structured account management rather than high-level strategy or client ownership (initially).

About Boomtown Digital Marketing:

Boomtown Digital Marketing is a boutique digital advertising agency focused primarily on Google Ads and Meta advertising. We work with a diverse range of small and mid-sized businesses across Canada and prioritize measurable performance, clear communication, and strong long-term client relationships.

Our commitment to transparency ensures clients remain informed and engaged throughout the campaign process. Learn more about us here: <https://boomtowndigital.ca/>

Role Overview:

You will work directly with our Google Ads Manager to help maintain and support a diverse portfolio of client accounts. Your role is to strengthen the execution layer of our Google Ads operations by ensuring campaigns are monitored, organized, and maintained according to internal standards.

You will not be responsible for client communication or strategic direction at the outset. This role offers hands-on exposure to live client accounts within a growing agency environment. As proficiency increases, responsibilities may expand into deeper optimization work and partial account ownership.

Core Responsibilities:

Account Monitoring & Quality Control

- Perform structured daily and weekly account checks
- Monitor budget pacing and flag irregularities
- Review search term data and prepare negative keyword recommendations

Campaign Maintenance

- Assist with ad copy updates and promotional changes
- Support campaign implementation under supervision
- Maintain naming conventions and account organization standards

Data & Reporting Support

- Pull and organize performance data
- Assist with reporting preparation
- Support basic tracking and conversion checks

Process Adherence

- Follow internal SOPs and checklists precisely
- Maintain organized documentation
- Contribute to consistent execution across accounts

Qualifications and skills:

- Minimum 1 year of experience managing or supporting Google Ads campaigns. Google Ads certification required.
- A diploma in Marketing or Digital Marketing, or a Digital Marketing Certificate, would be considered an asset.
- Highly detail-oriented and comfortable working with numbers and data
- Process-driven, analytical and organized
- Experience working remotely and ability to work independently in a remote setting while maintaining effective collaboration with team members

Application Process

If you're ready to progress your career in digital marketing and grow with a forward-thinking agency, we'd love to hear from you! Please submit your resume and a brief cover letter outlining your interest in the role to:

Wilson Human Resources

Attn: Misty Wilson
misty@wilsonhr.ca.

We appreciate the time and effort of all interested applicants. Due to the volume of applications, only candidates selected for an interview will be contacted. Thank you for your interest in joining Boomtown Digital Marketing!