

Paid Search (PPC) Executive

Purpose of the job

Creating and optimising paid search campaigns across 5-10 brand accounts. Working mainly on Google Ads PPC accounts, campaigns may also be required on Bing, YouTube and Facebook and through various mediums including display and video. Reporting into the Digital Marketing Manager you will be responsible for delivering profitable campaigns and growing the success of paid search activity.

Key accountabilities

- Create and optimise effective paid search campaigns on Google Ads, across multiple accounts
- Create and optimise effective campaigns on other channels which may include Bing Ads, YouTube and paid social such as Facebook
- Create and test compelling content and effective ad formats including display and remarketing campaigns
- Work with the wider marketing team and digital agencies to streamline cross-channel digital marketing and advise where paid search could be used effectively
- Produce and present regular reports and insights making suggestions based on performance
- Keep up to date with trends, best practices, regulations and opportunities across paid search, recommending changes where necessary
- Undertake any other reasonable tasks as required by the Digital Marketing Manager and Head of Sales and Marketing

Skills / Attributes Required

Essential

- 2-3 years paid search experience, particularly with Google Ads, including creating and monitoring campaigns and ads, and optimising keywords and bids

Desirable

- Knowledge of creating ads on Bing, YouTube and Facebook

- Experience managing PPC campaigns across multiple brands
- Google Ads and/or Analytics certified
- Knowledge of other Google products including Analytics, Data Studio and Tag Manager
- A second language and/or experience in international PPC campaigns