PPC Specialist

# Reports To

Head of Marketing

# Role Overview

You will be highly driven with at least 2 years of commercial experience and keen to prove yourself in a rapidly growing entrepreneurial business, in a successful and growing Marketing team which is focused on innovation and results in direct digital marketing. This role does require you to be in the office full-time to collaborate with the Marketing team and other departments.

You will join us with a proven track record of successfully developing, running, managing and optimizing PPC campaigns. You will need great analytics skills, and be able to demonstrate your experience of taking ideas through to implementation. You will need to bring your flair for writing persuasive copy and a demonstrable knowledge of hierarchical marketing models, and how they apply to your campaigns.

You will be a great communicator, keen to share ideas and solutions based on sound direct marketing principles, conscientious of detail and holding pride in your work. You will be keen to seize the opportunity to advance your career in digital marketing with a company that considers its employees as “intrapreneurs”.

# Minimum Requirements, Tasks & Responsibilities:

* A strong background in pay-per-click (PPC) advertising with a minimum of 2 years of hands-on experience (required).
* In-depth knowledge of paid advertising channels such as Google Ads, Microsoft Ads and Facebook Ads.
* Create and build campaign strategy, research keywords, analyse competitors and continue testing and optimization.
* Experience with Google Analytics and other reporting tools.
* Current and proven ability to deliver ROI through at least 3 of the following paid traffic channels: LinkedIn, YouTube, TikTok, Manychat (or similar chatbot), and Taboola. Knowledge and experience of other PPC platforms will be a bonus.
* Have an exceptionally high standard of English and grammar.
* You have demonstratable experience in budget management, targeting, tracking, retargeting and reporting across all previously mentioned platforms.
* You are confident in researching, planning, copywriting, implementing and refining static, text-based, and video ads.
* You have experience and confidence in writing eye-catching (and platform-compliant) headlines, ad copy and call-to-actions for PPC ads in multiple formats, and have a keen interest in creating impactful copy within the context of PPC.
* You have a keen interest in understanding the psychology of the customer and how this shapes ads which grab their attention or provoke a reaction.
* You are conscientious of how your PPC ads and campaigns fit into the bigger marketing strategy of the business, you understand the importance of quality and intent over quantity when it comes to lead acquisition and take pride in reporting on the return on investment your leads have generated.

# Key Result Areas:

* Deploying and managing PPC budgets across multiple channels, brands, and markets.
* Working with the Marketing team to solve challenges, ideate and identify new opportunities.
* Representing our brands and implementing business requirements conscientiously and to a high standard.
* Carrying out campaign experiments and writing ad copy that focuses on conversion and aims to deliver a positive ROI for the business.
* Recommending and implementing new strategies for PPC campaigns to improve results.
* Producing reports for the management team.

**Additional Information**

* Salary £25k - £30k
* Office based role