

Senior PPC Executive

** Campaign Best Place to Work Agency

** RAR Award-Winners

** Clients include Financial Times Live, Cats Protection, Haymarket Group, Bishops Move, AGM Group, Centaur Media, RSPCA

Role overview

- We are looking for a dynamic individual with a real passion and understanding for all things Digital to join our agency. Our team is committed to helping our clients plan, build and deliver coherent creative and effective media solutions.
- As a Senior PPC Executive you will work alongside our PPC, Content and SEO Leads.
- You will share the common goal of exceeding client expectations and help create highly technical strategies for our clients to create unbeatable ROI across Organic, Search and Social.
- Your knowledge and infectious energy mean that clients can't help but see how our offering could transform their digital performance.

Hours / Location

This is a full time role - 5 days a week with your hours fully flexible across the week after discussion with us around core meeting times (which are via Zoom). We operate a work from anywhere policy with quarterly full team meet ups in locations around London and the South East plus the option to work at one of our hub offices in London or Kent when you want to work away from home at any time.

Who we are

We are one of the UK's longest established and most trusted digital agencies. Founded in 1997 we're always a year older than Google!

Our culture is set around Our 'Why':

"To challenge and inspire growth so we thrive and exceed expectations whilst empowering people to live their best lives."

We attract people who want the flexibility to work wherever and whenever they like yet also want regular face-to-face contact, socialising and a challenging role. New employees constantly tell us "It really isn't like this anywhere else." Come and find out why!

With a focus on Paid Search & Social campaigns together with technical SEO we work for a range of well known brands across a spectrum of sectors including B2B events, Publishing, E-Learning, Charities and Tourism, including a team serving the Icelandic market.

Our team enjoy a wide range of benefits including regular in house and external training courses, remote first working (with shared office choices if preferred), weekly and monthly face to face day meetings and team fun events, Health Insurance and reward benefits from Apple Watch through to subsidised gym membership and half price weekends away, Pension Scheme, fully flexible holiday allowance, a staff well-being committee who organise a host of regular activities, the opportunity to help drive the business forward via a series of focus groups and more.

Main Roles and Responsibilities

- Responsible for creation, development and implementation of PPC strategy across 10-15 client accounts including cross-channel alignment.
- Ensure budgets, optimisations, and performance are executed and aligned with client business goals and account KPIs.
- Build out campaigns and implement QA checks on relevant platforms.
- Flag performance issues, client contact changes, and/or relationship concerns, while providing ideas for solutions.
- Perform regular analysis and make data-driven recommendations, following a 'test and learn' methodology.
- Lead deck creation for client presentations, including PPC media reviews.
- Developing key relationships with account managers across PPC ad platforms.
- Put together recommendations for new campaign types, platforms and innovations that will benefit clients in line with their goals.
- Ensure we fulfil on client contracts (eg. sending weekly report to clients).
- Show strong leadership abilities including alignment to company culture, effective stress and emotion self-management, as well as a positive and patient demeanour with the team.
- Mentor to team members working on assigned clients providing training and shadowing opportunities.
- Participate in wider company initiatives including, but not limited to new business pitches and internal marketing efforts.

Key Skills

- Proficiency of paid search and social platforms including Google, Bing, LinkedIn, Facebook, and/or other social platforms.
- Experience with all Google campaign types including Search, Shopping, Display, Video, Discovery and Performance Max.
- Organisational, project, and time management skills.

- Excellent communication and presentation skills, both written and verbally, with the ability to provide actionable insights for all levels of an organisation.
- Possess keen critical thinking and analytical skills.
- Proven skills with Microsoft Office and/or Google Business Apps, especially Excel or Google Sheets.
- Demonstrate alignment to our company culture.
- Understanding of wider digital marketing mix including SEO.
- Working knowledge of reporting tools such as Google Analytics and Data Studio.
- Understanding of PPC conversion tracking including Google Tag Manager.

About You

- Amazingly personable ... communication is the lifeblood of our business. Your passion must lie in working with people. You must have a natural ability to handle challenging situations and personalities with charm.
- Customer focused with the ability to understand customer needs and develop ideas to translate these into engaging online activities.
- Strong planning and organisation skills are essential.
- The ability to work to deadlines, juggling multiple tasks while working across clients, and go the extra mile to get things done.
- Pride in your work ... we treat our clients' brands as our own and are meticulous about our approach. You will have real pride in what you deliver and always strive for perfection.
- Excellent written and communication skills, with excellent attention to detail.
- Exceptional organisational skills.
- Proactive and resourceful, eager to learn and think out-of-the-box.
- Be a team player able to build effective relationships.
- Be a resilient and self-motivated individual.