

# United Kingdom Jobs Expertini®

## Digital Marketing Executive

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Company: Tribal Tech - The Digital, Data & AI Specialists

Location: London Area

Category: other-general

About the job PPC Executive B-Corp E-Commerce Retailer Are you a Google Scripts/JavaScript wizard? This E-Commerce retailer has an emphasis on the circular economy and balance people and planet with profit (they're a certified B-Corp). They're on the lookout for a highly technical PPC expert who has practical experience within Google Scripts or JavaScript. You will play a pivotal role in this e-commerce platform's growth story as this is a real skill addition to the team which will supercharge their performance marketing strategy. They are a force in the industry, backed by private equity, making them fast-growing and ambitious. This role offers a hybrid working model, allowing you to operate from our client's offices either in the West Midlands, London, or West Sussex.

**The Role:** Collaborate closely with the PPC Manager to execute cutting-edge paid media strategies and growth plans. Craft ingenious Google Scripts to supercharge automation processes and streamline operations. Proactively identify automation opportunities, implementing scripting and reporting efficiencies. Unleash your creativity in optimising campaigns, ad groups, and keywords for maximum impact. Navigate seamlessly through the intricacies of Google Ads, Bing Ads, and Search Ads 360, creating and managing high-performing campaigns. Be the data maestro, constantly analysing and testing to optimise CPA/ROI while elevating the quality score. Deliver Search Query Reports and advertisement optimisation plans with precision. Showcase your analytical prowess by delivering comprehensive campaign reports across all KPIs.

**Your Profile:** Hands-on experience in PPC campaign management and a talent for crafting Google Scripts from scratch. Analytical and highly numerate with the ability to translate insights into actionable strategies, boosting future performance. Thrive in a performance-driven team,

building relationships that propel us forward. Experience in Google Ads and Bing Ads, and navigating seamlessly through the Google AdWords Editor. Possess working knowledge of Search Ads 360; SQL and data visualisation skills are a bonus! Embrace a commercial mindset as our client charts a course for the next phase of business growth. Applications will also be considered if you have: Strong Paid Search specific experience within an agency with a Computer Science background. Are using Google Scripts OR JavaScript within Paid Social, SEO, or any other performance marketing channel.

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