

PPC Executive

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Company: Dandy Marketing

Location: United Kingdom

Category: other-general

Dandy Marketing are a rapidly growing Digital Marketing Agency that are redefining the meaning of a “transparent” agency. In line with our continued growth, we’re now looking for a talented PPC Executive to join our remotely working team on a permanent basis. Ideally, you will have 3+ years of experience handling paid media campaigns across various paid channels, specifically Google Ads, Facebook and LinkedIn. If hired, you’ll be expected to create, manage and optimise campaigns for a wide range of clients with the support of the two directors. Ultimately, you should be able to expand our client’s digital footprint and brand awareness. As our PPC Executive, you will play a fundamental role in managing & developing paid media campaigns for a wide range of clients.

ABOUT THE ROLE

You will be reporting directly to the two founders of the business and play a vital role in the overall growth of our paid media services. You will be aiding with the creation, activation, management, and reporting of paid campaigns. You will be working across a wide range of industries within B2C, B2B and eCommerce. Your duties will include, but not be limited to:

- Campaign Creation: Creation of Google Ads campaigns from start to finish. From keyword research to ad copy you can handle it all for all campaign types.
- Experience in creating & managing display campaigns
- Creation of paid social campaigns on Facebook and LinkedIn. Including audience research and segmentation, through to ad group creation and launching campaigns.
- Ideation of new campaigns and tests to run across client accounts to help clients achieve business goals.
- Campaign Optimisation: Ongoing optimisation of campaigns to improve effectiveness and drive performance.
- Reviewing ad copy and ad creative & suggesting improvements if required
- Monitoring budget pacing and ROI across all campaigns & paid

channelsIdentifying areas for improvement across campaignsReviewing landing page performanceReportingCampaign reporting and analysis, reviewing campaign effectiveness to maximise resultsProvide insights & commentary on performance to clientsYou may be required to join client facing calls to discuss performance and strategy.Aid in the production of monthly reports

ROLE REQUIREMENTSIdeally, you will be able to demonstrate experience across paid channels, specifically across social platforms including. Google Ads, Facebook, LinkedIn & Instagram. Account Set-upKeyword researchAudience planningAccount structure planning & idea generationShopping feed setup and optimisationAd copy creationAccount ManagementDay-to-day account checksBid management and campaign adjustmentsAnalyse campaign performance and key on-site metrics using Google AnalyticsExperience running Search query reportsAudience analysisAnalysing and reporting on campaign data Identify challenges and devising solutionsSuggesting next steps to improve campaign performanceAuditing accounts if required

IDEAL BUT NOT ESSENTIALPrevious in-house, agency or remote work experience.Experience with ASANA project management tool.Google Ads Certified (preferable)Google Analytics Certified (preferable)Experience building landing pages Experience creating visuals

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