

## Senior Paid Search Executive

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Company: Kairos Recruitment

Location: Manchester

Category: sales-and-related

Senior Paid Search Executive

-Manchester/Hybrid

-£25,000-£28,500

A global communications agency is on the lookout for their next Senior Paid Search Executive to join their growing paid media team in their head office in Manchester. You'll be joining a team of 30+ working across a range of clients in a variety of markets learning from likeminded digital experts.

As a Senior Paid Search Executive your role will involve day-to-day execution of paid search activity, strong platform knowledge and management of supplier and client relationships to deliver high performing campaigns.

Key responsibilities of the Paid Search role:

Run effective paid search campaigns ensuring ongoing optimisation is delivered.

Look for opportunities to improve campaign performance.

Take ownership of testing, planning, executing and evaluation.

Ensure that client KPI's are reported on and deliver this information.

Conduct performance analysis and internal data analysis.

Work closely with your line manager to improve campaign performance.

What you'll need to be successful in the Senior Paid Search Executive role:

Paid Search knowledge and experience with up-to-date certifications (Google and Microsoft ads).

Understanding of bid management and core PPC platforms (Google Analytics, GMP platform, SA360 or Skai).

Analytic mindset and an affinity for numbers.

At least one year of PPC experience (ideally from an agency background).

Self-motivated and able to manage your own time. Agency benefits:

25 days holiday (increasing with years' service).

Flexible working policy.

Hybrid working (2-3 office days).

Private medical insurance.

Progression and development reviews.

If you're interested in this Paid Search role or want to apply, please click 'apply' or get in contact with Liv Grant @ KRG

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