

United Kingdom Jobs Expertini®

Senior PPC Executive

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Company: The lead agency

Location: United Kingdom

Category: other-general

Are you a driven PPC executive with a passion for cars and a commitment to excellence? At TLA, we're not just a leading automotive Martech company with over 21 years of pioneering innovation; We work together as a team, challenging ourselves to develop and improve. We really care about our clients, car buyers, colleagues, and the work we do, always looking to find new ways to deliver better results.

We're searching for a like-minded individual to join our dynamic team. Someone who thrives on learning and self-improvement, who tackles challenges head-on and innovates to deliver not just good, but extraordinary results. If you're eager to help our clients succeed and make strides as part of a dedicated team, you're the kind of person we want.

Propel your career forward with us and make a significant impact on the industry partnering with major UK auto brands like Volkswagen, BMW, and Ford. Apply now and drive the future of car sales!

Why You'll Love Working at TLA:

TLA is a tight-knit team of 20, operating in a fast-paced and entrepreneurial atmosphere. We value innovation, self-development, and excellence, supporting not just professional growth but personal achievements as well. We have a big focus on charitable sporting events, from hiking to running, cycling and encourage our team to get involved if they're interested!

We offer a range of benefits such as private health care, training and annual revenue linked bonus.

Flexible/Hybrid working – the opportunity to work from home, and from our central Liverpool

office, boasting panoramic views of the city.

Opportunities to work and collaborate across highly functioning internal teams, that offer a diverse skillset.

Give back – We currently work with 5 charities across Liverpool and the UK, extending our support to numerous sectors; from our annual London to Brighton cycle supporting national media charity NABS, to our local food-bank support. We also encourage employee input/suggestions on ways to enhance our philanthropic efforts.

Regular TLA social events, such as Summer and Christmas parties, as well as team building events.

Cycle to work scheme.

Employee health package, following a successful 6-month probation period.

Your day to day would look like:

As a Senior PPC Executive, you will take ownership of Google and Bing Ads campaigns within the Performance Marketing team. You will play a key role in helping the business continue its growth and reach revenue targets within an effective cost to revenue ratio.

Ownership and development of PPC campaigns and day to day implementation of campaigns across: Google and Bing Search, Display and Demand Generation campaigns.

Ensure continuous review of work in terms of delivery and profitability.

Optimising activity frequently to ensure campaign spending is efficient.

Reporting on campaign performance and providing actionable insights to the wider operational team.

Testing of new campaign types like performance max.

Creating and building out new campaigns.

Continually test new creatives, audiences and landing pages.

Collaborate closely with our BI Team to create the best reports for future optimisations.

Your skills & experience:

A minimum of 2 years 'hands on' experience in Paid Search – either in-house or agency experience considered.

Strong analytical skills with a data-driven mindset.

Self-motivated and able to work independently while collaborating effectively with cross-functional teams.

Proven experience in managing large PPC campaigns.

Experience using GA4 and other paid platforms, such as Facebook Ads is desirable.

Able to think creatively to enhance campaign performance

A passion for the automotive and lead generation industry.

Ready to Accelerate Your Career with TLA? Apply now to become our next Senior PPC Executive.

Please note: This role is not open to those requiring sponsorship (now or in the future) to work in the UK. You must be incommuting distance of Liverpool, as our team work every Monday and Tuesday in the Liverpool office.

Please do not apply unless you have the required skills and experience as your application will not be considered.

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