

## PPC & Social Marketing Executive



South Manchester – Full Time - £20-23k depending on experience.

As PPC & Social Marketing Executive, you will be responsible for managing advertising campaigns on Google predominantly. After a month of coaching, you'll be thrown in at the deep end with your own campaigns to manage. You'll need to pinpoint relevant audiences and think about how they might search for, or respond to, a particular service line. You'll use these deductions to create dynamic and engaging adverts and conduct post-campaign analysis to refine their performance. You will then test all the data and inferences you have made to see what strategies bring the best responses. You'll gain real-time insights into behavioural patterns across a wide range of service lines - one of the most satisfying parts of the role is seeing the impact your decisions have on your campaign performance right before your eyes.

Overall, it is a dynamic role with a unique blend of creativity and analysis. You're responsible for targeting the right people for the right service lines and showing them the right message - all while ensuring your activities are as profitable as possible!

### Responsibilities:

- Plan, optimise, implement and manage paid search campaigns for a variety of clients
- Ensure PPC campaigns are up and optimised according to brief and best practice guidelines
- Develop near and long-time paid search strategies and campaigns for clients
- Manage medium to large-sized PPC budgets
- Work with the content team to ensure landing pages are effectively optimised for all PPC campaigns to ensure maximum ROI and conversion is possible
- Perform keyword research and manage all bid management for your clients
- Work with the PPC Manager to ensure all paid search activity falls in line with the larger search marketing and digital marketing strategy
- Keep up to date with the latest industry trends
- Analyse activity and performance of all paid search campaigns and report findings back to the PPC Manager and subsequent clients
- Help to define PPCs strategies for a host of clients

### Key Skills/Experience:

- Minimum of 1-2 years of experience in a similar role
- Proven track record in driving successful PPC and paid search campaigns
- Strong working knowledge of Google Adwords and all paid search platforms
- Google Adwords certification (fundamentals & search advertising) required
- Strong attention to detail
- Passion for PPC and digital marketing in general
- Effective communication and reporting skills
- Strong track record in managing medium to large-sized budgets
- Strong numerical and analytical skills
- Good working knowledge of Google Analytics & Bing
- Effective account management skills

Working in the mmadigital lead generation team is about using as many data points as you can to catch the right person, at the right time, with the right message. If this resonates with you then please apply.

**If you're interested in applying for this vacancy, please send a covering letter & your CV to [dez@mmadigital.co.uk](mailto:dez@mmadigital.co.uk) or call us on 0161 452 0311 for more information.**

We can't wait to hear from you.