

PPC Specialist

Things are moving fast here at Champions (UK) plc. As one of the Top 200 fastest growing companies in the East Midlands, we're on the lookout for an outstanding **PPC Specialist**.

About Champions (UK) plc

Based in the East Midlands, Champions (UK) plc is a national award-winning agency that combines the expertise of 10 departments to form a leading digital brand marketing communications agency.

Since starting in 2003, Champions has seen great success and received national awards and recognition as an exciting and market leading company. Some of these achievements include being listed in The Sunday Times FastTrack 100, Leicestershire's TOP200 Companies, RAR Recommended, London Stock Exchange 1000 Companies to Inspire Britain and a Santander & Smarter Breakthrough50 Award Winner.

As an essential part of the business, Champions Digital is a fast growing department that takes the shape of a full digital agency. With experts in digital marketing, PPC, web design, SEO and social media marketing, they specialise in all things digital.

With exciting new clients and challenges being presented every day, the digital team provides a great opportunity for the ideal candidate to progress their career and be a part of a busy, motivated team.

The Role

We are looking for a PPC Specialist to join our fast growing digital team. To succeed in this role you must be both AdWords Certified and experienced in both creating and managing high-performing PPC campaigns.

You will be curious, a fast learner and have the ambition to excel in the digital sector; we will do everything we can to help you on the journey. You will get the opportunity to further develop your expertise and work on a wide range of national and international projects.

As the ideal candidate, you will be passionate about PPC and have both the strategic mindset and creative flair to deliver original campaigns in all forms on AdWords. You must also have an in-depth understanding of how to successfully manage Google Shopping accounts and campaigns to ensure our clients get the best return on their investment.

Your Responsibilities

- Participate in forming effective paid search strategies
- Launch and optimise various PPC campaigns, across search, display and shopping networks
- Be involved in keyword selection and audience targeting
- Implementation of A/B multivariate testing to continuously improve ROI and account performance
- Monitor keywords, placements, budget and adjust bids to gain the best ROI
- Track KPIs to assess performance and pinpoint issues
- Write attractive and concise copy for adverts
- Suggest and develop new campaigns across multiple channels
- Stay up-to-date with PPC and SEM trends by continuously researching and developing new strategies
- Research and analyse competitor ads / keywords
- Manage and maintain audiences for remarketing
- Generation of weekly and ad-hoc account reporting
- Maintain and diminish errors in Google Merchant Center

Essential Skills

- Minimum of **2 years' experience** managing AdWords campaigns and Google Shopping Accounts
- Good understanding and experience working with Google Analytics
- Strong analytical and numerical skills
- A strong interest in digital marketing and technology
- Excellent verbal and written communication skills in English
- Experience in data analysis and reporting
- Familiarity with multiple ad platforms (AdWords, Bing Ads, Facebook, LinkedIn, Ebay etc)
- Willingness to learn other digital marketing areas

Desireable Skills

- Degree in marketing, digital media or related field
- Being web-savvy with an understanding of user experience, landing page design etc

Benefits

- Industry-leading in house professional development and training, tailored to your specific career plans and needs
- Fast track career development
- The opportunity to attend industry-leading conferences and seminars
- Regular one-to-ones and support from our team to aid your development
- Contribution matched pension
- 29 days holiday per year including bank holidays.
- Apple Mac hardware for you to work on
- In house gym for you to use at your leisure

...and more!

So, if this sounds like you, send a copy your CV along with a covering letter that shows why you are our next champion to careers@championsukplc.com