

POLARIS

PPC Manager, Bermondsey, London

Agency Background

POLARIS is an award winning search marketing agency based on Bermondsey, London. We deliver Google compliant campaigns focused on customer profiling, user analytics and RoI. Whilst our background stems from Organic search, we are now looking to establish ourselves as a PPC agency and are looking to recruit a talented, experienced PPC manager.

We are an RAR approved Agency and were finalists in the Drum DADI Awards 2015.

The Role

Working with our broad mix of both brand and sme clients, this is a client facing role whereby you will be responsible for managing client PPC campaigns to drive a clear return on investment. Extremely personable with great communication skills, you will be able to clearly demonstrate your excellent knowledge of PPC management and best practice approach to achieve results. You will have experience in managing adspend for conversions, optimising google adwords campaigns, and working across paid social, remarketing, and display too. You will be used to using a range of industry leading tools and working to KPIs for client campaigns.

Key Aspects of the Role

- Working with both Brand and SME Clients, managing their PPC campaigns
- Using Google adwords and Bing Ads for search marketing campaigns
- Setting up new and optimising existing search accounts, inline with client KPIs
- Conducting daily housekeeping including, bid management, keyword optimisation, and ad copy writing
- Working with sales on PPC audits, identifying opportunities to help us win new business
- Making recommendations to client on how to increase conversions
- Auditing client websites and making recommendations to increase adwords quality scores
- Setting up and running paid social activity on facebook, linkedin etc
- Setting up and running remarketing campaigns on youtube, google network, facebook

Candidate Requirements

- Min 1 years experience in a PPC management role
- Experience of managing a minimum of 100k media spend per month
- Google adwords qualified
- Strong skills with data, numbers, and Microsoft excel
- Analytical mind-set with a strong ability for detail and problem solving
- Ability to perform to tight deadlines, within a high pressure environment
- Excellent time/task management skills

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Leadership Qualities

We are keen to recruit individuals that have built experience within larger agencies and now want to develop their career within a growing agency to become recognised leaders within the agency during its growth phase. If you have aspirations to develop your career and be recognised as a key individual in a developing agency, we want to hear from you.

Package

Competitive salary plus 25 days holiday, birthdays off every year, inclusion in annual company profit share, and subsidised Netflix subscription.

How to Apply

To apply please send your Cover Letter along with your C.V to info@polarisagency.co.uk