

PPC Marketing Specialist

Company

Nine Dot Digital are offering a fantastic opportunity to join a rapidly growing Digital Marketing agency. If successful, you'll be working alongside some fresh and exciting clients and some of the most well known brands in Leicester. We work in a relaxed and comfortable environment, but our work is second to none.

Role

The successful candidate will be responsible for developing client marketing strategies and delivering those strategies. The role is ideal for someone creative, natural & competent with IT and an independent forward thinker.

Below is a list of key responsibilities:

- Devising digital marketing strategies
- Client, competitor and market research
- Setting up PPC campaigns
- Writing creative content and copy
- Planning, budgeting and managing PPC campaigns
- Daily health checks of PPC campaigns and supporting platforms such as Google Merchant Center, shopping feed optimisation software and Google Analytics
- Client reporting
- Assisting with the creation and delivery of onboarding pitches & proposals
- Account audits
- Liaising with clients

Whilst the core duties of the role are defined, the remaining responsibilities can be tailored around the talents of the successful candidate. We encourage specialities and innovation.

Required experience & skills

- A minimum of 12 months PPC experience
- Strong IT capabilities - especially on Microsoft Excel/Google Sheets
- Creative thinking
- Good people skills
- Further experience with technical SEO, CRO, content marketing, email marketing and/or outreach is highly desirable
- You must be competent using the following platforms:
 - Google Ads
 - Bing Ads

- Google Analytics
- Google Tag Manager
- Facebook Business Manager & Ads Manager
- Experience with the following platforms is beneficial but not essential:
 - Pinterest Ads
 - Twitter Ads
 - LinkedIn Ads

Salary and benefits

We offer a highly competitive salary which will be set based on your level of experience. We also offer multiple benefits that aren't limited to:

- Work social events and activities
- Flexible working hours
- Career development & training
- Encouragement towards ideas, innovation and special projects - If you have any great ideas on how we can better our agency and/or our client services, you'll have our full support and backing

Location

Our office is based in Blaby, Leicester.

How to apply

If you are interested in this role, please send your CV and a cover letter to marketing@ninedotdigital.co.uk and we'll get back to you as soon as we can. We can be flexible and discreet with the interview process offering interviews outside of working hours if necessary.