



Position Summary

We are looking for seasoned and dynamic Paid Search expert who will be accountable for channel strategy and day-to-day management of client campaigns. This position will be responsible for the overall portfolio performance and will aid in the integration of Pay-Per-Click data into other services across the account team.

Primary Responsibilities:

- Day-to-day optimization and monitoring of assigned accounts, with a specialized focus on direct response and performance
- Ongoing recommendations for campaign growth, enhancement, and innovations
- Responsible for implementing client PPC strategy and identifying tactics necessary for the proper management of campaigns
- Managing client relationships by balancing their day-to-day needs and their long-term objectives
- Compilation of performance results on a weekly, monthly and quarterly basis with analysis for client presentations
- Remaining on top of the search industry
- Establishing priorities and providing detailed goals, expectations and performance standards
- Relates important decisions and actions to the big picture
- Client facing experience
- Presentation skills
- Tracks, analyses, and reports on performance against client business objectives and KPIs
- Considers all Google Ads best practices and recommendations to maintain our Google Premier Partner status

Our Requirements

- Bachelor's degree in marketing or related field
- 2-3+ years of relevant experience in paid media specifically
- Experience and applicable certifications in Google Ads, Microsoft Ads, Facebook Ads Manager, LinkedIn Campaign Manager
- Experience with Google Analytics and Google Tag Manager
- Independent – create your own work schedule, be accountable and meet deadlines



- Experience in display and paid social a plus
- Acute attention to detail
- Excellent written and verbal communication skills
- Strong Excel skills, particularly in the use of formulas
- Strong analytical skills and ability to sort through data and find solutions to challenges
- Self-starter who is able to work both independently and collaboratively in a team environment
- Previous agency experience a plus
- Relevant industry certifications a plus

Why Us?

We're a nimble team and a close-knit group. Most of our relationships are born from past work and referrals. We create and nurture partnerships to understand our clients' frustrations and goals. There are hundreds of digital marketing agencies to choose from, so we let our results speak for themselves. Every client we partner with is incredibly important to our business.

Modern Perks

We're forward-thinking not only in our online marketing campaigns, but also in benefits that make sense for our company and our staff. Some of our team's favourite perks include:

- Unlimited vacation
- Paid maternity & paternity leave
- Nest Pension Plan
- Remote work environment + office options
- Monthly cell phone and internet stipend
- Bonuses based on individual performance
- Profit sharing based on company performance
- Volunteering opportunities + individual charity selection
- Company events & celebrations
- £500 per year personal travel allowance
- Salary commensurate with experience

Interested?

Please contact Samantha Bedford // sam@choosepico.com // www.ChoosePico.com