

We're looking for a Paid Search Specialist to join our growing agency.

This is an amazing opportunity for a proven Paid Search Specialist to join and grow a flourishing team, within an award-winning agency.

#### Responsibilities:

- Proposal, setting and development of the PPC strategy for a range of clients, across multiple industries
- Proposal, build and ongoing management of multiple Paid Search campaigns (assisted by third-party bid optimisation software)
- Build and management of dynamic retargeting campaigns
- Implementation of A/B testing to continuously improve ROI and performance
- Use of key programmes such as Google AdWords and Google Analytics to analyse and report on all PPC campaigns for all clients throughout the year
- Optimisation of all PPC activity, including recommendations based on competitor benchmarking
- Keep up to date with the latest developments and trends across PPC and Paid Media
- Editing and reviewing all ad campaign copy and text to ensure it delivers the maximum ROI.

#### Key skills/experience:

- At least 3-5 years of experience in managing PPC campaigns and developing PPC strategies
- Large-scale budget management and proposal experience
- Strong analytical and reporting skills
- A good working knowledge of key programmes including Google AdWords and Google Analytics
- Experience of managing multiple PPC campaigns simultaneously
- A good working knowledge of the complete digital marketing mix, particularly SEO and social media
- Strong communication and copywriting skills
- Good working knowledge of Office programmes, particularly Excel and PowerPoint
- Google AdWords Certification
- Proven ability of previously implementing new PPC campaigns and achieve excellent ROI for all clients.

**Please supply a covering letter and CV to Miguel Lombardi, Digital and Innovations Director – [miguel@denfield.co.uk](mailto:miguel@denfield.co.uk)**

