

## JUNIOR PAID SEARCH SPECIALIST

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

This role provides a fantastic opportunity for a Junior Paid Search Specialist to join and grow a flourishing team within an award-winning agency.

### Key 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 maximum ROI.

### Key skills/experience

- Interest in managing PPC campaigns and developing strategies
- Analytical and reporting skills
- Good communication and copywriting skills
- Knowledge of Microsoft Office Programmes, particularly Excel and PowerPoint
- Positive and professional attitude
- A GO-DO attitude!

This is an exciting opportunity for someone with a desire to learn about the world of Paid Search at a growing agency.

Please send a CV and cover letter to: [hr@denfield.co.uk](mailto:hr@denfield.co.uk)

