

Graduate Biddable Media Executive / PPC Executive

Job summary

The Biddable Media/PPC Executive is responsible for creating, optimising and reporting on all their client's campaigns. They'll receive extensive training, so they are confident with all the platforms we use, but as we don't like to just repeat and do the same old, they'll also have the freedom to explore new digital advertising streams too.

Responsibilities:

- Being the day-to-day contact for clients in regards to campaigns
- Meet client KPIs and help them establish realistic forecasts
- Taking detailed campaign briefs
- Make initial campaign recommendations by drawing insights on research and competitor analysis
- Review landing pages with clients and offer advice to adhere to best practice
- Write advertising copy for all campaigns
- Create sample advert and send to client for sign off
- Build campaigns across all relevant platforms (including but not limited to: Google, Facebook, Instagram, Snap Chat, YouTube and Programmatic)
- Implement tracking for all campaigns
- Optimise campaigns across all platforms
- Review campaigns with clients and make recommendations for future activity
- Upsell and cross sell services
- Providing platform expertise to sales team & clients
- Help prepare for sales pitches

Requirements:

- Sound understanding of digital marketing principles
- Great analytical skills
- Outstanding communication skills
- Excellent organizational skills
- Excellent knowledge of Microsoft products
- Confident with innovative technology

Not essential but beneficial:

- Creative & able to use Photoshop
- Marketing experience
- Basic knowledge of HTML
- Experience of using Google Analytics

The right fit:

- Passionate & driven person
- Fun & hardworking
- Keen to learn and adapt

And what's in it for you?

As well as being an integral part of a fast-growing company, our staff get 20 days paid holiday and their birthday off. This increases by 1 day after each year of service. Every team member's personal

development is extremely important to us and they'll have their own progression plan crafted to suit their ambitions. We are proud to be a living wage employer too.