



PPC Manager.

Job description.



CONTENTS

1. Reporting to	3
2. Scope of role	3
3. Main responsibilities	3
4. Key skills and experience	4
5. Key behaviours	5

This job description sets out the scope of the role of PPC Manager at Fresh Egg, together with the main duties of the post at the date when it was completed. It does not include or define all tasks which the post holder may be expected to carry out. Duties may vary from time to time without changing the nature of the post or the level of responsibility. The post holder may also be required to carry out any other duties as required by their line manager.

1. Reporting to

Head of International Search

2. Scope of role

To devise and implement PPC strategies across a number of assigned client accounts and manage the campaigns in accordance with these strategies. You will be responsible for the day to day running and management of these accounts, carrying out technical changes, analysing and drawing insight from third party analytics data, implementing innovative management techniques to maximise campaign performance. Specifically responsible for assisting in significant results and delivering best practice management techniques across each assigned client campaign.

3. Main responsibilities

Campaign strategy

- To work closely with your line manager to ensure that all client accounts managed by you have a robust commercial strategy in place, together with specific performance targets and objectives tailored to meet or exceed the business and commercial expectations of the client and of Fresh Egg
- To work closely with the Commercial director and Head of International Search as required when devising and managing advanced strategies for high value clients
- To develop a strong understanding of the products, competition, industry, marketing goals and objectives of each of your clients
- To devise, implement and run innovative campaigns across your client accounts in line with the clients goals and objectives
- To manage budgets in line with strategy and ensure that monthly spend is on target
- To deliver regular paid search management services for assigned clients

KPIs and reports

- To measure the effectiveness of the campaigns across your assigned client accounts. To achieve increases across these campaigns in traffic and conversions and to ensure delivery against all other key performance indicators agreed with the Commercial Strategy team and the client
- To use a variety of proprietary and third party tools to compile and draw insight from both company-specific, sector-specific and generic industry data, in order to better understand user trends and behaviour and add context to the performance of each account

- To produce monthly reports for clients containing a robust description of monthly activity, suitable advice and recommendations and a clear summary of performance against the key performance indicators and metrics agreed with the client
- To ensure all reports are of a top quality written standard and adhere to Fresh Egg brand style guidance

Client focus

- To work closely with the account management team to ensure that each client's account manager is kept up-to-speed with progress and results so that all clients receive top quality, professional customer service from both you and from the client's account manager
- To maintain regular contact with clients and provide timely and efficient responses to all customer queries
- To regularly attend and actively take part in client meetings
- To strive for excellence across your work for Fresh Egg clients

Analytical and technical

- To devise and follow paid media strategies for clients
- To optimise client accounts for maximum performance using a variety of PPC practices
- To assist sales with proposals and meeting preparation
- To carry out/contribute to detailed consultancies/audits for assigned new customers as required
- To carry out regular maintenance for a number of assigned ongoing client accounts, ensuring the efficient day-to-day management of these campaigns

Best practice and organisation

- To efficiently manage your workload and accurately record your time using the company timesheet system
- To freely share knowledge, insight, best practice, tactics and ideas
- To ensure your knowledge of the digital marketing industry is kept up to date and relevant by networking/researching/reading blogs and news sources
- To actively contribute to the Fresh Egg blog

4. Key skills and experience

- Highly numerate with great business acumen
- Experienced in managing client budgets
- Literate with the ability to produce top quality written reports
- 1.5-2 years' experience of PPC management, preferably in an agency environment
- Extensive knowledge of paid search methodologies and techniques for managing search campaigns on Bing/Yahoo and Google
- An understanding of HTML, CSS and web standards and their potential impact on PPC performance

- Analytical, with the ability to interpret information, news, data and research quickly – and distil the most important/relevant information for intelligent strategic development
- Basic knowledge of Google Analytics and other major third party analytics platforms
- Good working knowledge of major social media channels including Facebook and Twitter, with experience of running paid advertising campaigns on these platforms preferable
- Demonstrable skill at setup and implementation of new PPC accounts a necessity

5. Key behaviours

- Self-starter with a positive outlook
- Analytical and inquisitive, with excellent attention to detail
- Passionate about biddable media, with a general thirst for digital knowledge and a significant interest in new platforms and channels
- Passion for excellence
- Proactive and highly organised, with strong time management and planning skills
- Able to meet tight deadlines and remain calm under pressure
- Good at absorbing large amounts of information, with a general hunger for learning
- Credible, confident and articulate, with good communication and presentation skills
- Innovative and creative, with a concise, precise and effective approach to problem solving