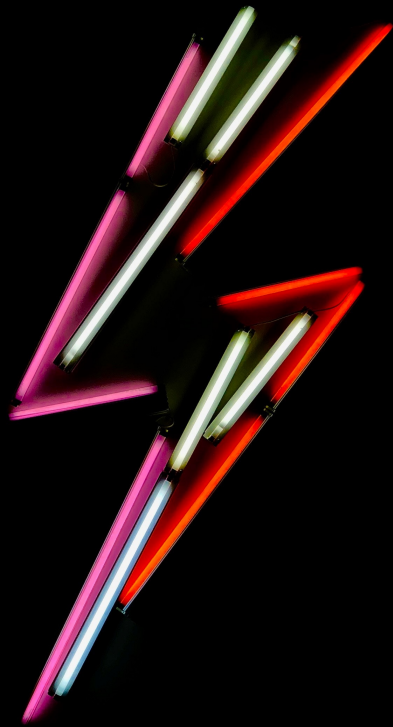


# PPC EXECUTIVE



# PPC Executive

Overdrive Digital are a specialist digital agency who work closely with their clients in order to get the best results possible from campaigns whilst building fun, trusting relationships with those we work with.

As PPC Executive, you will be joining an enjoyable and dynamic working environment and playing a big part in helping us achieve even better results for our clients. We're lucky to work with some great people and products, and need your help to make their businesses more successful.

You must have:

- An eye for detail
- Be ambitious / entrepreneurial
- Be inquisitive about the field
- Be highly organised

Our key values as an agency are to focus on delivering great results for our clients whilst building excellent long-term relationships.

We're a fast-growing business which means ample opportunity for your own development as our team grows. Your growth will be managed at a comfortable pace and we truly believe that enjoying your work is a hugely important part of life. If that sounds like something you would enjoy – we'd love to hear from you!

## **Tasks & Responsibilities:**

The primary role of this position is to support your account management team with the day to day execution of client campaigns. Regular tasks include creating ads, building audiences and assisting with client reports. Through your work, you will play a big role in the success of our client's campaigns.

With regular training and opportunities to attend industry conferences, you'll be encouraged to develop and find the areas that excite you most about marketing our clients' products and services.

We are looking for someone who has a keen, demonstrable interest in the field of digital marketing/paid search and is eager to learn more.

You will be responsible for the following:

- Ad creation and copywriting
- Audience building and campaign setup
- Keyword research and PPC account builds
- Uploading creative / day to day management of accounts
- Daily, weekly and monthly ad account optimisations



- Monitoring performance on ad tests and adjusting actions accordingly
- Brainstorming new ideas for accounts
- Reporting to clients

### **Required:**

If you love all things digital and enjoy a challenge – let us know by applying with a clear, well-articulated cover letter and C.V. You are required to have:

- 1-2 years hands on PPC experience
- A high standard of English (both written and spoken).
- Can demonstrate a keen interest in the field
- Proficient in MS Office, in particular Excel
- Experience using Google Analytics
- Basic experience in Google Data Studio and Google Tag Manager preferable
- A keen learner and committed to your own development
- A keen eye for detail
- Highly organised with the ability to meet deadlines
- You will be required to complete a task during the interview process

### **Your development:**

- You will help to make a huge impact in the growth and success of a new business
- Receive weekly training and a conference budget in line with a personal development plan
- Develop to a stage where you own the performance of your accounts and client relationships

### **What You'll Get:**

- Competitive salary & annual bonus
- Staff days out and regular team meals & drinks
- The opportunity to make a huge impact in the growth and success of a new business
- Training and conference budget in line with a personal development plan
- A company laptop
- Develop to a stage where you own the performance of your accounts and client relationships
- Annual % of profit bonus
- Town centre working location with excellent transport links and great options for food!

We will require references after the first interview stage.

