

# Paid Search/Google AdWords Manager

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## Introduction and overview of requirement

If you're experienced in Paid Search and Google AdWords and interested in working for a fast-growing Digital Marketing Agency then we have a great opportunity.

You should be a passionate, proactive individual with a keen interest in the world of online marketing. You do not need to be a PPC or Google AdWords guru as we will provide training, but you will already have a good understanding of Google AdWords techniques and paid search. You will be equally at home analysing data in spreadsheets or Analytics package.

Varn is a company that combines search engine optimisation, paid search, PR, website statistical analysis with website design. Our aim is always to make our clients' websites and sales channels perform better and outperform their competitors.

We've been operating for over six years, and we're looking for a talented and enthusiastic PPC/AdWords Manager to assist with the continued growth of our business.

The PPC/AdWords Manager will support the day-to-day digital marketing work and will be responsible for supporting our account managers with the planning and implementation of paid search strategies, conducting regular account management and testing, and interpreting web analytics data to formulate statistical recommendations. They will also produce regular progress reports and work closely with internal teams to make recommendations for improvements to processes and procedures, ensuring continuous development of the digital marketing work we do and keeping up-to-date with industry developments.

You will also need to be enthused by the idea of being part of a dynamic and creative company and excited by being an integral part of its growth.

As well as working on the paid search requirements you will also be expected to speak to clients on the telephone and respond to customer enquiries via email. Therefore effective written and oral communication skills are very important for this role. Also, a good understanding of mathematics is desirable for the statistical analysis.

We're a growing business so if you have the drive to make a difference to our business and you relish the opportunity to work within a new, dynamic company with exciting prospects then you will fit in well.

We are firm believers in employing for attitude and training for skill, so if you have the knowledge and experience for the key responsibilities below and a passion to learn new skills with a 'can do' attitude, then that will certainly help.

## Key Responsibilities

- Managing Google AdWords and paid search platforms performance, analysing / interpreting data, drawing conclusions from findings and making recommendations and updates
- Support our managers with the planning and implementation of PPC strategies
- Produce regular progress reports
- Keep up to date with industry developments to ensure continuous development of our paid search knowledge
- Office and client administrative support (including using Word, Excel and PowerPoint)
- Project management
- Contribute to an environment that fosters open communication and trust with all team members, clients and other stakeholders

This role profile is not exhaustive; it will be subject to periodic review and may be amended to meet the changing needs of the business. The successful candidate will be expected to fully participate in such a process if required to positively develop the role.

## You will need to meet the following criteria

### The Person

The following list is an attempt to define the key attributes we require in a successful candidate.

1. Highly dependable with lots of enthusiasm
2. Very organised with a good attention to detail
3. Focused on providing a great service to customers

4. Flexibility - We're a growing company so sometimes you'll be expected to perform other tasks
5. Adaptable to change - As the business grows, so will our systems and our staff. Change is inevitable, and we're interested in people who see this as an opportunity, not a threat.
6. Self-sufficient - There will be some elements of independent working expected.
7. Problem solving - If things go wrong, can you help put them right?
8. A sense of humour

## Experience & Skills

The successful candidate should ideally have:

- Proven experience in PPC campaigns and achieving results
- Excellent analytical skills, the ability to interpret data and trends along with meticulous attention to detail.
- The ability to compile reports.
- The ability to think creatively around problems and interpret client's requests.
- Turning data into intelligent and actionable campaign strategies
- Crafting adverts/content which is relevant, dynamic and engaging for audiences through a variety of sectors
- Advert testing and monitoring to increase CTR and quality score
- Defining benchmarks to serve as measures of success
- Automating marketing approach through proven tools and techniques
- Acting as a valued partner to company internal teams
- Google AdWords and Bing Ads accredited

Any additional experience in the following areas would also be an advantage;

1. Very computer literate and experienced user of software, including Microsoft Word, PowerPoint and helpful, but not required, if any knowledge of Bid Management software and Google APIs
2. Experience of using WordPress and other Content Management Systems
3. Previous agency experience managing multiple client accounts
4. Knowledge of Paid Advertising on Facebook, Twitter and other social platforms
5. A/B Split Testing & Conversion Rate Optimisation

## Qualifications

Strong numeracy skills are essential and we expect applicants to be qualified to at least A Level or equivalent, in addition to have GCSE grades C or above in English and Maths. Other qualifications are helpful but are not essential.

## The Package

Starting salary £21,000 - £25,000, depending on experience, based on a 37.5 hour week, full time.

Holiday initially twenty days plus statutory bank holidays. The successful applicant will start on a three month probationary period.

## How to Apply

To apply please email your CV to Thomas at [careers@varn.co.uk](mailto:careers@varn.co.uk) with a covering letter explaining why you would be suited to this role and what excites you about it.

Please note that your CV and covering letter must reach us by Friday 8<sup>th</sup> December 2017. Interviews will be held on Wednesday 20<sup>th</sup> December 2017. The successful candidate will ideally start work in February, although this can be flexible.

To find out more about Varn, please visit [www.varn.co.uk](http://www.varn.co.uk).