

## Paid Search/Google Ads Executive

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Varn is one of Wiltshire's fastest growing digital agencies based in the picturesque town of Bradford on Avon, just a few minutes' walk from the train station. We are looking for a passionate and proactive Paid Search/Google Ads Executive.

We have been operating for over 7 years and are hoping to find talented individuals to help Varn with its continued growth.

### The Role

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As Paid Search/Google Ads Executive you will manage a portfolio of PPC campaigns across multiple networks, including Google, Bing, Facebook, Twitter and LinkedIn. We work with a broad range of clients in a multitude of sectors, so no two accounts will be the same.

It will be your responsibility to successfully optimise these accounts on a day-to-day basis through best practice techniques and insightful reporting.

### Key Responsibilities

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Ideal candidates will have at least 1 years' experience of:

- Keyword and competitor research, analysis and planning
- 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
- Key metric tracking implementation

- Ad copy writing and A/B testing
- Input and creation of search marketing proposals for prospective clients
- 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

## The Person

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

- Be organised, proactive and passionate
- Have a strong knowledge of Excel
- Have an excellent numerical and analytical skills
- Highly dependable with lots of enthusiasm
- Have excellent written and verbal communication skills
- Very organised with a good attention to detail
- Strong customer service ethos and ability to build lasting relationships
- Be flexible - We're a growing company so sometimes you'll be expected to perform other marketing or non-marketing tasks
- 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.
- Self-sufficient - There will be some elements of independent working expected.
- Problem solving - If things go wrong, can you help put them right?
- Have a sense of humour

## Qualifications

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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.

Google Ads certification is also essential.

Other marketing qualifications are desirable but not essential. Previous experience of Google Analytics would also be desirable.

## The Package

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Starting salary £17,000 - £25,000, depending on experience, based on a 37.5 hour week, full time. The successful applicant will start on a three-month probationary period.

- Holiday twenty days plus statutory bank holidays
- Enrolment into a workplace pension
- A fun working environment including a pool table, pinball machine and various other games
- Regular team lunches and away days
- Free tea, coffee and soft drinks available all day
- Birthday present and card each year
- Newly refurbished office environment
- Time to develop professionally with further training available

## How To Apply

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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 Wednesday 31<sup>st</sup> October 2018. Interviews will be held on Wednesday 7th November 2018.

The successful candidate will ideally start work in December, although this can be flexible.

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