

PPC Account Manager



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Phone :

Web :

Job Summary

Vacancy :

Deadline : Dec 22, 2024

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Employment Status : Full Time

Experience : Any

Salary :

Gender : Any

Career Level : Any

Qualification :

Job Description

Salary £38,000 - £45,000 + bonus

Favourite People is excited to work with a leading digital agency with offices in London, Manchester, and Leeds. This agency have a diverse portfolio of clients and work hard on their culture.

The Role: PPC Account Manager

In this role, you'll be pivotal in managing a portfolio of clients within financial services, with a primary focus on one of their largest clients.

You'll work across multiple platforms such as Google Ads, Microsoft Ads, and Apple Search Ads, overseeing a range of budgets. exceed KPIs.

This role is ideal for experienced PPC professionals with either agency or in-house backgrounds, especially those familiar with the financial services sector. You'll also support and mentor junior team members, shape our product offerings, and influence how we deliver paid media solutions.

Key Responsibilities

- Manage PPC campaigns across Google Ads, Microsoft Ads, and Apple Search Ads with an annual budget up to £4M.
- Conduct keyword research, trend analysis, and develop tailored strategies, focusing on continuous improvement of CTR and conversion rates.
- Prepare monthly reports, quarterly roadmaps, and attend client meetings to share data-driven insights and recommendations.
- Provide guidance to junior team members

Your Experience

- Proven experience in PPC campaign management, ideally within financial services.
 - Strong organisational skills, enabling the management of complex campaigns and budgets.
 - Excellent communication skills, both written and verbal, with a dedication to outstanding client service.
 - Exceptional attention to detail, analytical capabilities, and a proactive approach to managing deadlines.
- Significant experience in PPC roles, either in an agency or in-house, particularly with financial services clients.

Advanced Excel skills, proficiency with Google Ads and Microsoft Ads.

If you have read all of the above and you have the skills needed and the experience in FS apply today and we can talk you through the benefits and the bonus structure.

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
