

JOB DESCRIPTION

Job Title: Performance Media Exec, Casino

Department: Digital Marketing

Reporting to: Senior Performance Media Manager, Casino

The Department:

The Digital Marketing Department is responsible for generating and optimising traffic to the brands we work with.

Purpose of Job:

Reporting into the Senior Performance Media Manager for Casino, this position requires a dynamic individual who will be responsible for managing PPC campaigns.

Key Responsibilities & Accountabilities

The position will involve the following areas of responsibility:

- Create, manage and optimise PPC accounts across Google Adwords and Microsoft Bing.
- Complete keyword research in order to ensure maximum exposure across relevant topics.
- Write and test new ad copy to ensure accounts are pushing the most relevant message to improve upon overall KPI's.
- Manage keyword bids across several accounts so that they are operating as efficiently as possible.
- Performing frequent competitor research to have an understanding on what competitors are doing and devising strategies accordingly off the back of findings.
- Achieve Player and ROI targets against Monthly, Quarterly and Yearly benchmarks.
- Deliver various weekly/monthly reports on progress.
- Keep up to date with search & PPC related trends and industry developments.
- Ability to work well independently as well as part of a wider team.
- Show initiative in identifying areas for improvement in the account, such as increasing efficiency or driving more volume.
- Analyse past data trends with the aim of estimating future performance and outlining potential quick wins
- Provide regular actionable data and key insights to assist with ongoing optimisation.

This job description is not intended to be an exhaustive list of responsibilities. The job holder may be required to complete any other reasonable duties in order to achieve business objectives.

Essential Criteria:

- Experience managing paid search account.
- Self-starter with the ability to manage their own workload and proactively identify problems and opportunities to add value to the accounts.
- Comfortable with PPC keyword bidding both automated/ manual.
- Highly numerate, with the ability to Analyse and compare data from different sources.
- Able to come up with new and creative approaches to achieve results.

- Ability to quickly and proficiently understand and absorb new information.
- High attention to detail.
- Excellent communication skills- both written and verbal.
- Ability to work well under pressure.

Desirable Criteria:

- Hands-on experience within the paid search field.
- Experience with Excel.
- Understanding of PPC techniques and best practice across major search engines.
- AdWords Qualified Individual.
- Experience with other search engines and ad networks would be beneficial but not essential.

Person Specification:

- Sets high standards of performance for self.
- Ability to work autonomously.
- Adaptable to change.
- Team player.
- Assertive.
- Regularly shows initiative.