



JOB DESCRIPTION

Job Element	Detail
Job Title	PPC Account Manager
Reporting to	Head of Paid Search
Department	MNA Digital
About us	<p>MNA Digital is part of the Midland News Association, publishers of the Express and Star and Shropshire Star websites which receive over 2.5 million visitors per month and provide the leading news websites in the Black Country and Shropshire.</p> <p>MNA Digital operates under two distinct brands, MNA Digital and H1 Search.</p> <p>MNA Digital is a digital agency that offers cost-effective digital advertising solutions to SME's Our services cover most aspects of digital marketing including search engine marketing, display advertising, website design and build, video creation and distribution and specialist reporting.</p> <p>H1 Search is a results-driven search engine marketing agency. We offer Paid Search and SEO services to customers who typically have more complex needs to those serviced by MNA Digital.</p> <p>We pride ourselves in offering a first class customer service to our customers and working</p>

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	with them to help them achieve their business goals.
About you	<p>You are a paid search expert with a minimum of 2 years experience, ideally in an agency environment.</p> <p>You have a passion for all things paid search and have up to date qualifications across paid search, shopping and analytics.</p> <p>You enjoy taking ownership of your clients paid search strategy, leading monthly account reviews with your client, and take pride in over-delivering against client expectations.</p> <p>You are process driven and detail oriented, as well as being a team player helping those around you to grow.</p>
Main purpose of the job	<p>Paid search is a significant area of growth for us and we need to expand our existing PPC team.</p> <p>We offer SME's an affordable route into a managed PPC service and deliver campaigns for hundreds of local customers.</p> <p>Your role will be to set up and manage these campaigns and ensure that we delight, retain and grow our customer base.</p>
Duties & Responsibilities	<ul style="list-style-type: none"> ● Onboarding new customers and setting up campaigns in line with their goals ● Overseeing client strategy and campaign best practice ● Working with Head of Paid Search to deliver quality processes and strategies for all key accounts ● As a Google Ads expert, you'll be supporting junior members of the PPC team and business development team to deliver against their objectives ● Attending client review meetings and preparing and presenting campaign reviews

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	<ul style="list-style-type: none">• Attending new business meetings to support the business development team acquire new accounts• Performing account audits for prospective customers, including communicating opportunities to the sales team and / or clients• Provide monthly reporting & conduct review calls to active accounts• Can independently design, launch and manage campaigns• Analysing conversion rates and making landing page recommendations to improve campaign performance• Point of contact for campaign queries and amendments• Manage the creation of keyword lists using the planner• Monitor keyword bids, budget caps, impression share, quality score and other core metrics• Provide creative copy suggestions• Raise concerns if budget is underspending /overspending or is inadequate• Ensure all campaigns are on track to deliver campaign goals• Keep up to date with developments in the Matchcraft platform• Keep up to date with industry developments and updates to Google Ads products• Keep active Google certifications
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PERSON SPECIFICATION

Requirement
<p>Qualifications/Education/Training</p> <ul style="list-style-type: none">● College / University education● Google certified● Bing accredited● Certified in Google Analytics
<p>Experience</p> <ul style="list-style-type: none">● Minimum 2 years of agency experience in a Paid Search role● Actively managed Google Ads campaigns on behalf of multiple customers
<p>Personal Attributes</p> <ul style="list-style-type: none">● Data-driven decision making● Excellent communication skills● Ambitious and takes pride in delivering quality work● Analytical thinker & detail oriented● Passionate about digital marketing and paid search industry● Self-motivated & problem solver● Able to manage multiple priorities and work well under pressure