



PPC & Digital Marketing Specialist

Do you want to be part of an exciting, innovative fintech leading company? We are looking for a PPC & Digital Marketing Specialist to join our rapidly growing business! If you've got an analytical mind, work well in a fast-paced environment and time manage effectively, keep reading!

What you will be doing

As a PPC & Digital Marketing Specialist, you will work with the Marketing Department to create first-class marketing campaigns. You will work closely with other departments, focusing on achieving results that have a significant positive impact on the businesses.

Day-to-day, your PPC responsibilities include working with senior members of the team to develop strategy and tactical campaign execution. You will be responsible for setting up, targeting, and testing those campaigns as well as providing reports and analytics. You will be a collaborator, working with other marketing colleagues to ensure joint strategic marketing objectives align with paid ad activity.

We are looking for

This role is ideal for a candidate looking to take the next step in their digital marketing career and who is keen to progress within the finance space. Whilst we are looking to recruit a candidate with strong PPC skills and who is willing to throw themselves into all parts of the PPC spectrum, you will be supported all the way and offered plenty of training and opportunities to develop your digital skills.

- ✓ 2-3 years of hands-on experience working in a PPC role.
- ✓ Strong attention to detail and analytical skills are essential as is the ability to craft a story from data.
- ✓ You'll need strong analytical and numeracy skills and be confident translating data into comprehensible or visual reports.
- ✓ Expertise in using and manipulating paid search dashboards to optimise spend.
- ✓ Expertise using PPC/SEO tools.
- ✓ The confidence to collaborate and make recommendations in line with marketing strategy and budget to both senior team members.
- ✓ Track record of running successful PPC campaigns
- ✓ Proactive attitude to planning to achieve targets and objectives which deliver profitable outcomes.
- ✓ Expertise in using search platforms (e.g. Google Ads, Facebook Ads, Instagram Ads, LinkedIn Ads, Social Media Ads, Bing).
- ✓ Experience in SEMrush, Google Search Console etc.
- ✓ Researching and writing compelling and engaging ad content that converts leads.
- ✓ Competent in using Spreadsheets for data interrogation

If you don't quite meet everything on our wish list but feel you could bring value to what we do, then please still hit apply.

Key Responsibilities:



- ✓ Developing, executing, and optimising digital campaigns
- ✓ Delivering PPC campaigns to the most relevant and effective digital networks, based on analysis, monitoring, review and active decision-making.
- ✓ Fully assessing and understanding business objectives and translating those goals into a PPC strategy and action plan
- ✓ Collaborating with other marketing colleagues to ensure joint strategic marketing objectives align with paid ad activity.
- ✓ Deriving insights to inform content strategy and website information architecture, ensuring it complements SEO efforts.
- ✓ Creating, developing, and implementing effective long and short-term paid search strategies with excellent ROAS for the business.
- ✓ Overseeing campaigns across several search platforms
- ✓ Managing and editing campaign budgets and adjusting bids to optimise ROAS.
- ✓ Staying up to date with PPC/SEM trends and techniques, and applying them where relevant
- ✓ Producing engaging, clear, and concise copy for campaigns
- ✓ Ensuring campaigns are aligned across multiple channels, avoiding wasted spend or crossover.
- ✓ Tracking daily, weekly, and monthly KPIs to identify opportunities for improvement or more efficient spending. Using visualisation tools such as Google Data Studio.
- ✓ Measurement and reporting of PPC activity, including producing reports and communicating paid search results, continuously showcasing the value being driven by your activities.
- ✓ Analytically crafting detailed campaigns using data for competitive advantage
- ✓ Use analysis experience for highly optimised data-driven campaigns.
- ✓ Working with external agencies to align business objectives.

Desirable

- ✓ Worked in Financial Services
- ✓ Dealing with 3rd party companies for example marketing companies and lead generation firms
- ✓ Knowledge of salesforce

Benefits

- ✓ Up to £30k salary dependent on experience
- ✓ 20 days holiday, plus bank holidays increasing by 1 per year up to 23
- ✓ Day off on your birthday
- ✓ Prestigious offices in the lace market
- ✓ Regular company social events
- ✓ Join a fast-growing company!