

Junior PPC Analyst

Salary negotiable + bens

Due to a sustained period of growth Greenlight is looking to further increase the PPC analyst team in order to

continue the high level of service that our clients expect. This is an excellent opportunity for a bright, internet savvy individual to take their career to the next level in the exciting and ever changing field of Search Engine Marketing with one of the leaders in the marketplace.

The role

You will be required to create, optimise and manage the development of PPC campaigns, delivering the performance, return on investment and revenue targets for managed clients. You will also be expected to exceed client ROI and revenue targets.

Specific duties

Deliverables - creation

- Research and analyse all sectors, grasp new market trends and seasonality fluctuations (brand immersion).
- Create and set-up new paid search campaigns for clients and partners.
- Keyword Research – thinking laterally and creatively to produce keywords for campaigns.
- Ad creation: create compelling ads for clients, rigorous testing and optimisation.
- Understand demographic profiles, applying to campaign developments.
- Keep tight grip on market and competitor analysis, discovering new opportunities.

Deliverables – optimisation and development

- A/B Testing - analyse results of AB tests and recommend campaign changes and updates.
- Analyse and use conversion tracking data to further optimise and development campaigns.
- Assess the performance of campaigns through timely qualitative and quantitative analysis.
- Analyse trends translating information into more effective campaign strategies.
- Daily campaign optimization and analysis; providing and implementing recommendation plans.

Deliverables - management

- Reporting client performance and developments weekly and monthly.
- Reporting and presenting campaign developments and performance analysis.
- Monitor fraudulent activity.
- Competitor analysis/watch, including monitoring illegal brand bidding.
- Set up accounts with the search engines.
- Complete upload spreadsheets/upload campaigns into editorial tools, e.g. Quant & Google Editor etc
- Ensure day-to-day operations are aligned with campaign strategies.
- Over-achieve expectations, both campaign performance (ROI) and revenue targets.

Candidate Requirements

- You will be a smart, motivated and results-driven analytical marketer.
- You should be comfortable and confident in presenting new ideas.
- You will have strong organisational and excellent copywriting skills.
- You will have the ability to multi-task and work well with a team.
- You will have outstanding organizational skills with the ability to handle multiple projects simultaneously while meeting deadlines.
- You must be able to prioritise tasks in a fast-paced environment along with the ability to accept interruptions as part of the routine.
- Excellent attention to detail, especially when employing individual processes and procedures.
- Develop a self-starter approach to work, with an eagerness to consistently meet and exceed objectives and take on more responsibility.
- You must be a strong communicator.
- You should have a team-focused approach.
- You should be customer focus with the ability to explore and understand customer needs.

About Greenlight

Listed in the Sunday Times Best Companies to Work for 2009, Greenlight is an award winning search engine

marketing agency with an outstanding track record for providing clients with sound business strategy leading to first page results. Founded in 2001, it's the largest independent search agency in the country. Due to growing demand for its results oriented services, the company has grown by more than 200 per cent in the last 2 years and is set for even greater expansion over the coming 12 months. Attracting the industry's freshest talent, Greenlight employs over 70 staff at its impressive head office in central London. Clients include: Vodafone, ghd, British Gas, Alliance & Leicester, Lastminute.com
Apply

To apply for this position please email your CV and a covering letter explaining your suitability for this role to

JPPCA1109@greenlightsearch.com