

PPC Account Manager

Salary negotiable + bens

Due to a sustained period of growth Greenlight is looking to further increase the account management team in order to continue the high level of service that our clients expect. This is an excellent opportunity for an experienced account manager to take their career to the next level in the fast paced, exciting, and ever changing field of Search Engine Marketing with one of the leaders in the marketplace. Please note that a good understanding of the web is required for this position.

The role

You will be required to develop and implement strategy for PPC campaigns to Greenlight clients. You will also manage the process of campaign delivery and any partner relationships between Greenlight (mainly the search engines). You will also be key to the delivery of strategic change, meeting set revenue targets, discovering new revenue opportunities including identifying up-sell opportunities.

You will establish and maintain strong client relationships through proactive account management, which will include regular face to face meetings, frequent communication and structured reporting. This will involve ensuring that clients' expectations in terms of campaign deliverables, service and efficiencies are met and exceeded as well as achieving a high rate of client retention and satisfaction.

As Account Manager you will be required to provide regular updates on client status and campaign performance to the Senior PPC Manager/Director.

Specific duties

Campaign performance and development

- Analyse campaign results, identify and explain any variance from targets.
- Analyse campaigns and translate anecdotal or qualitative data into recommendations and plans for revising the campaigns.
- Work with the team to analyse results of AB tests and recommend campaign changes and updates.
- Work with the PPC analyst/s to assess the performance of campaigns through timely qualitative and quantitative analysis.

Communication and reporting

- Communicate project/campaign development plans to clients, keeping them up to date on changes and issues.
- Effectively communicate daily, weekly and monthly campaign performance by producing all necessary reports and analysis in an effective, timely and tailored manner.
- Present campaign results and strategy at senior management level, whilst considering the variety of knowledge levels within the audience.
- Communicate with clients on a regular basis; this also includes a weekly telephone call and one face-to-face visit per month discussing campaign performance, development and ongoing strategies.
- You will effectively manage customer and staff relationships, promptly responds to queries, ensure promises are kept and manage expectations.
- Maintain frequent communication with account base to assess customer satisfaction, inform clients of product enhancements updates, best practices etc.

Business development opportunities

- Take a detailed and analytical approach to researching and analysing opportunities to increase revenue.
- Identify new business opportunities, executing clear up-sell and cross-sell strategies.

Deliverables

- Ensure day-to-day operations are aligned with campaign strategies.
- Provide weekly status reports for the Senior Account Manager/Director.

- Plan, review and execute project plans.
- Provide consultation on custom development projects.

Candidate Requirements

- You will have excellent report-writing, analytical and project management skills with acute attention to detail.
- You will have strong communication skills in all disciplines including written, oral, email and presentation.
- Must be able to prioritize tasks in a fast-paced environment along with the ability to accept interruptions as part of the routine.
- You have a good understanding of what it takes to maintain and develop the most productive client relationships.
- You are capable of hands on problem-solving, with ability to generate ideas and solutions.
- Customer focus with the ability to explore and understand customer needs, the buying cycle, how brands operate, consumer behaviour and product insight.
- The ability to generate creative solutions and move rapidly on implementation.
- The ability to understand both business and commercial drivers for new initiatives.

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 ppcjp500@greenlightsearch.com

STRICTLY NO AGENCIES PLEASE