



PPC Executive

Job Description

Position overview

Department	PPC Executive
Location	Devon House, London (Hybrid role)
Term	Full or Part Time, 3-Months Fixed Term (with possibility of extending)
Salary	£32,000-35,000 Pro Rata, depending on experience
Benefits	Generous benefits package including 25 days holiday allowance pro rata (excl. Bank holidays), group life assurance, group income protection, pension schemes and private healthcare (optional)
Start	ASAP

Are you an experienced PPC specialist looking for a flexible, interim role in a dynamic and growing organisation? Do you enjoy working as part of a friendly, supportive, and fast-paced, in-house, marketing team?

As part of our rapid expansion, we are currently looking for a PPC expert to help us launch an innovative and exciting portfolio of new degree programmes and expand our brand. The project necessitates a full reconfiguration of our Google Ads and account.

We are looking for an individual who can deliver this project by managing the account on a daily basis, producing reports and meeting targets. You'll work on everything from keyword research to writing ad copy, and be confident in managing budgets and be a real analytical thinker. You'll also have the opportunity to get involved in a broader range of marketing projects in the digital marketing space.

Please note, this is not an entry level role. You must have previous experience of working with Google Adwords and Microsoft Ads however, agency experience is not necessary.

Duties and Responsibilities

- Manage the College's Google and Microsoft Ads Account includes setting up campaigns from scratch.
- Immerse yourself in the College's brand, proposition, degree programme offerings, and target audiences to ensure relevance and accuracy of adverts.

PPC executive Job Description

- Undertake keyword research relevant to the College's specific offerings, audience and brand positioning to maximise efficiency and effectiveness of advertising spend.
- Write and refine engaging, relevant, accurate, on brand, on message and winning advertising copy.
- Work across multiple audiences demographics and propositions (e.g. undergraduate, postgraduate, apprenticeship, etc.) simultaneously ensuring the right message to the right audience.
- Manage PPC campaign budget and provide weekly reports on spend and ROI.
- Provide regular reporting on campaign progress to the rest of the Marketing Recruitment, Admissions and VISA team.
- Work closely with the marketing team to ensure all landing pages are SEO friendly.
- Collaborate with other team members to enhance the College's digital marketing strategy and execution
- Support the Head of Marketing with any other digital marketing related tasks and initiatives appropriate to the role

About the College

Founded in 2012, New College of the Humanities at Northeastern has established itself as a prestigious higher education institution based in the heart of London. After becoming part of Northeastern University's global network in early 2019, the College has undergone a period of rapid growth, having been granted Taught Degree Awarding Powers in February 2020 and moving to new premises in 2021. NCH continues to grow taking in more students year on year, further expanding its courses, network and opportunities.

Person specification criteria

Essential Criteria

- Knowledge and experience of PPC
- Google Ads and Microsoft Ads certified
- Evidence of successfully surpassing expectations and targets

PPC executive Job Description

- Knowledge of Display & Remarketing
- Expert knowledge in Google Analytics
- Knowledge of Google Ads scripts and how to implement them
- Understanding of Google Tag Manager
- Experience liaising with with stakeholders regularly
- Advanced skills in excel
- Experience managing budgets
- Excellent knowledge of SEO and how it can affect SEO
- Highly numerate and comfortable analysing large sets of data with experience producing and analysing reports

Desirable Criteria

- Good understanding of Paid Social Platforms (Facebook, Snapchat, Tiktok)
- Must have an analytical and strategic mindset
- Experience of working both in house and client side
- Experience of working in a small team

Application process

Applications should be made via [this link](#) by 20:00 on **19th August 2022**. Please reference your application “**PPCE0622**”. Participation in the equal opportunities section is encouraged, but voluntary.

Applications must include a covering letter of no more than one page and a full curriculum vitae.

Applications are welcome from all sections of the community and will be judged on merit alone. Candidates must be able to demonstrate their eligibility to work in the UK in accordance with the Immigration, Asylum and Nationality Act 2006.