

## PPC/PAID ADS STRATEGIST

### Who Are Wagada?

We're a rapidly growing, award winning digital marketing agency based in St Albans, Hertfordshire.

At Wagada we love what we do and we certainly have fun while we're doing it! We're passionate about getting our clients' businesses to the top and we're happy to go that extra mile to see them succeed. We work with clients big and small in a variety of industries.

Flexible working is at the core of Wagada, so there are opportunities to work flexible hours, and we operate a four-day week on the last week of every month so that the team can have an extra day's holiday per month.

### What's the Job?

As a **PPC and Paid Ads Strategist** you'll work closely with our clients to understand their needs. You'll work across the paid platforms: Google Ads, LinkedIn Ads and Facebook/Insta ads. Any experience of other platforms is beneficial.

You'll have a passion for strong paid campaigns and an understanding of what generates success for our clients. On a day-to-day basis you will be:

- developing campaign strategy
- A/B testing of campaigns
- managing ongoing campaigns and ensuring a strong return on investment
- reporting to clients to demonstrate success
- supporting the wider digital marketing team in line with growth plans
- ensuring marketing strategies are aligned with company branding and strategy
- forging and managing senior stakeholder relationships

We're a growing company and, if you're ambitious, want to keep learning and are looking to make your mark in a fast-moving agency, we'd love you to grow with us. We'll offer you excellent opportunities to progress and a flexible, sociable working environment.

### Do You Fit the Bill?

We're looking for someone who can deliver high quality campaigns and deliver results. You'll need extensive experience in Google Ads and knowledge of social media paid ads: LinkedIn and Facebook/Instagram.

You'll have at least four years' experience in Google Ads, and 2 years' experience in other paid ad platforms. The world of digital marketing does not stand still and we need you to be at the cutting edge of changes in the industry and be able to manage our client's campaigns accordingly.

We need someone with the creativity, analytical skills and a desire to test and experiment. You'll need to have a passion for all things digital and be keen to expand your knowledge and skills. We're looking for someone with exceptional organisational and project management skills.

We're a busy agency, so you'll be ready to muck-in with the rest of the team to get things done, but also be willing to down-tools from time to time to join us for a bake-off, game of darts or a ping-pong competition too!

### **The Nitty-Gritty**

Here's the most important stuff:

**Pay:** £28,000 - £35,000 / year, depending on experience  
**Hours:** Full-time, 9.00am-5.30pm (37.5 per week), Monday-Friday,  
**Holiday:** 20 days per year rising to a maximum of 25 days plus 3 additional days during the Christmas season and bank holidays

### **Do You Want to Get Wagadised?!**

If you like the idea of working as part of our fun, hard-working team, then please get in touch by emailing a copy of your **CV** and a **covering letter** telling us the following:

- how you fit the bill
- why we should want to work with you
- why you want to work at Wagada

Please send to: [recruitment@wagada.co.uk](mailto:recruitment@wagada.co.uk).

**Applications without a covering letter will not be considered.**

We hope you'll understand that, as we get a lot of applications, we'll only be able to get in touch with you if yours has been successful.

### **Accountabilities**

- Understanding all aspects of our clients' paid campaigns to ensure they fit in with other activity online and offline;
- Working closely with the account manager to understand the client's needs and planning their activity in line with these;
- Secure sign-off of all ads, keywords, landing pages and other marketing pieces from the client/account manager;
- Manage client budget (ad spend and hours spent);
- Creating engaging adverts and landing pages; testing and tweaking these for maximise effectiveness;
- Track results and metrics for monthly reporting;
- Manage clients' day to day needs, including strategic planning and execution of activities, client liaison, meetings, calls and emails
- Liaise with the team re tasks, allocation of work and deadlines.
- Work with the other members of the SEO team, as well as using the data available, to plan out activities for clients
- Preparing monthly reports for clients, including interpretation of reports and recommendations
- Google Analytics analysis
- Implementation of Google Tag Manager
- Managing monthly hours effectively so that clients get the biggest impact from their investment
- Carrying out other tasks and responsibilities that your manager asks you to from time to time.

## Qualifications, Skills and Experience

### Essential

- At least four years' experience in a similar role managing Google Ad campaigns, and 2 years' experience managing paid social.
- You have experience of Google Analytics
- You're a native-like English speaker with impeccable spelling, grammar and English Language skills;
- You're an experienced marketer who can write clear and accurate content;
- You're professional;
- You have an eye for detail;
- You're adaptable, a self-starter and have a can-do, hands-on approach.
- Strong organizational skills
- Experience of using the main CMS platforms (WordPress)
- Technically literate of main computer packages/image editing

### Desirable

- You have experience of Google Tag manager
- Experience managing TikTok and Snapchat