

Start-up Marketing Agency is looking for a **French speaking Paid Search Specialist**. with experience in managing paid social campaigns. You will work closely with the senior strategists and the rest of the Campaign Management team. The Paid Search Specialist will work across every aspect of Paid Search advertising from planning, strategy and set-up to execution, analysis and optimisation.

Immediate Start

ROLE:

- Planning, running and documenting campaigns in Paid Search
- Documenting campaign strategies in line with a test and learn approach
- Setting up PPC (Google Ads and Bing Ads) campaigns accurately and logically
- Monitoring all data points through the user funnel, analyse performance, identify areas of improvement and take action to improve overall results
- Recognising trends of key performance indicators
- Collecting, tracking and recording data from a variety of sources (media platforms and analytics tool)
- Providing ad hoc reports to managers and clients
- Creating a close relationship with clients through impeccable client service
- Preparing regular insightful updates on campaign performance for clients
- Ad creation and copywriting for clients

PROFILE:

- Fluent French and English
- 1-2 years experience running PPC campaigns preferably working for an agency
- Experience using Google Ads and Bing Ads
- Passionate about the digital advertising industry
- Data-driven analytical thinker with a hands-on approach and can-do attitude
- Excellent Microsoft Excel skills with data manipulation capabilities using weighted average, Vlookup formulas, pivot tables and results visualisation
- Excellent problem-solving skills and attention to detail
- Ability to manage multiple tasks simultaneously
- Able to interact effectively with both clients and other team members
- Preferred, but not essential, an undergraduate degree in a quantitative field such as Economics, Statistics, Engineering or Applied Mathematics

SALARY:

between £24k and £26k with strong career prospects