

Very fast-growing marketing and media agency working with some of the best brands in Europe, across multiple industries (technology, sports, fashion, cosmetics, interior design), is looking for a **French speaking Paid Search Specialist** to join their performance marketing team. You will work closely with the senior strategists and the rest of the Campaign Management team. This is a 360 degree role across every aspect of Paid Search advertising from planning, strategy and set-up to execution, analysis and optimisation and will partner with experienced strategists to create highly efficient and creative Paid Search Campaigns.

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, analysing performance, identifying areas of improvement and taking 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 incl. GA4);
Providing ad hoc reports to managers and clients;
- Creating a close relationship with our clients through impeccable client service;
- Preparing regular insightful updates on campaign performance for our clients;
- Ad creation and copywriting for clients;
- Presenting both internally and externally to clients.

PROFILE:

- Fluent in French and in English
- Min 1-2 years experience running PPC campaigns (Google Ads and Bing Ads);
- Experience using Search and Shopping / PMax;
- 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 averages, V-lookup formulas, pivot tables and results visualisation;**
- Experience manipulating Looker Studio for reporting
- 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 & BENEFITS:

- Salary between £30k and £38k/y according to skills and experience
- 25 days holiday.
- Pension + employer contribution.
- Contractual sick days policy.



- Flexible hours: they trust you to work the schedule that's most productive for you and your teammates.
- Your perfect setup to work both from home and at the office (if applicable). Mac/Windows, softwares, whatever you need, you get it.
- Regular team socials in Central London.
- Weekly office lunches and breakfasts.
- Coaching & Mentoring to support your career and personal development. They are growing quickly, and they'll give you the opportunity to do the same.