

Full-stack performance agency based in London and Paris, specialising in scaling eCommerce brands through Paid Search, Paid Social, and CRM is looking for a **French speaking Paid Search Lead**. They leverage data-driven insights, innovative creatives, and state-of-the-art tracking to deliver growth-focused results. Their clients are industry giants, disruptors, and rising direct-to-consumer stars to create an ecosystem for growth. You'll be the strategic mastermind behind their paid search advertising efforts, ensuring alignment with broader paid media strategies and delivering exceptional results for their clients. As a leader, you'll also mentor and develop junior team members, nurturing a culture of high-quality work and continuous improvement.

ROLE of the Paid Search Lead:

Strategy & Implementation

- Developing and executing innovative PPC strategies to drive client growth.
- Overseeing the setup and launching of search advertising campaigns across multiple clients and markets.
- Leading Tier 1 pitch processes.
- Monitoring campaign performance, identifying optimisation opportunities, and taking action to improve results.
- Cultivating a test-and-learn approach, documenting campaign strategies and insights.

Reporting & Insights

- Analysing campaign data, identifying trends, and providing actionable insights.
- Coaching your team to deliver detailed, meaningful analysis that enhances client understanding of PPC.
- Presenting clear, data-led reports to internal stakeholders and clients.

Client Management

- Building strong, trust-based relationships with clients through exceptional service.
- Developing and presenting detailed search advertising plans backed by data and industry expertise.
- Mentoring the team on PPC planning, client relationships, and project management to uphold high standards.

PROFILE:

- 4-5 years of hands-on PPC experience, including Search, Shopping, and Performance Max.
- Data-driven mindset with expertise in analytics tools and platforms such as Google Ads.
- Strong Microsoft Excel skills, including pivot tables, Vlookups, and results visualisation.
- Proactive, problem-solving approach with high attention to detail.
- Ability to manage multiple projects and priorities simultaneously.
- Exceptional communication skills to collaborate effectively with clients and team Members
- Ideally undergraduate degree in a quantitative field such as Economics, Statistics, or Applied Mathematics.
- Proven success in scaling Paid Search campaigns across multiple markets.
- A test-and-learn mindset, always challenging the status quo.
- Leadership skills to mentor and develop a high-performing team.
- An analytical approach to decision-making, driven by performance data.

French Resources Ltd – 0845 519 1945 – info@french-resources.co.uk

Registered office: Heathmans House, 19 Heathmans Road, LONDON SW6 4TJ. Registered in England and Wales No. 6956655



SALARY & BENEFITS

- Between £55k and £58k negotiable according to skills and experience
- 25 days holiday plus public holidays.
- Pension Scheme with employer contribution
- Contractual sick days policy.
- Flexible hours, and WFH 2 days/week
- Coaching and mentoring to support your personal and professional growth.