



PPC Specialist – Lead Up Media Ltd.

The PPC Specialist reports to the Operations Manager and is responsible for implementing Pay Per Click media strategies for clients. The PPC Specialist can quickly understand, manage, and support initiatives that will contribute to the goals and success of client campaigns.

Key Functional Areas of Responsibility

- Manage, review, and perform daily account responsibilities associated with Google Ads, Bing and other search engine and social media platforms for a variety of clients.
- Maintain and monitor keyword bids, audience targeting, account daily and monthly budget caps, impression share, quality score and other important account metrics.
- Manage the creation of large keyword lists.
- Provide creative copy suggestions and graphical ad templates.
- Manage Display network placement lists on Google Ads and through other contextual advertising platforms.
- Provide recommendations and execute strategies for keyword and audience opportunities, campaign structuring, targeting, display network, and other facets of paid search in accordance with client goals.
- Provide oversight and manage new paid search and social media campaigns, ad groups, and accounts and aid in the creation of paid search marketing initiatives.
- Provide oversight, manage, and be able to generate weekly and monthly client reporting for all major metrics, goals tracking, revenue tracking, and other paid search initiatives.
- Keep pace with search engine and PPC industry trends and developments.
- Monitor and administer web analytics dashboards, reports and key reporting tools, and point out key areas of importance in accordance client goals.
- Monitor and evaluate search results and search performance across the major search channels.
- Communication to team and management on project development, timelines, and results.
- Provide oversight and work closely with the other team members to meet client goals.

Professional Competencies

- Passion for Search and internet marketing.

- Outstanding ability to think creatively, and identify and resolve problems.
- Attention to detail and the ability to effectively multi-task in a deadline driven atmosphere.
- Ability to clearly and effectively articulate thoughts and points.
- Ability to learn new industries and new business types quickly and can apply this knowledge to internet marketing initiatives and achieving client goals.
- High levels of integrity, autonomy, and self-motivation.
- Excellent analytical, organizational, project management and time management skills.

Professional Skills & Qualifications

- 2+ years experience in Search Engine Marketing (SEM) and Paid Search (PPC).
- Proficiency in MS Excel, PowerPoint, and Word.
- Experience with website analysis using a variety of analytics tools including Google Analytics as well as internal reporting tools.
- Experience working with popular PPC ad platforms (Google Ads, Bing AdCenter, LinkedIn Advertising, etc).
- Proficiency in managing moderate to large scale PPC accounts in a variety of different business verticals.
- Experience working with tools like Voluum and Hot Jar for A/B testing.
- Google Ads / Bing certification a plus.
- Business Degree or equivalent experience preferred.

Compensation & Benefits

- Competitive salary plus performance incentives.
- Participation in company health (medical, dental) insurance plans (family coverage).
- 15 vacation days per annum, with 1 additional day per year of service.
- Company laptop and a spot in our awesome co-working office which has a free full gym, spa, two restaurants and a winter garden.
- Ability to work a hybrid schedule (1-2 days a week in office).

To apply, please send your resume and a brief message (no cover letter required) to hello@leadup.media and we'll get back to you if we think you'd be a good fit for us.