

PPC Specialist Job Description template

PPC Specialist Job Description Template/Brief

We are seeking a skilled PPC Specialist to join our marketing team. This role involves managing and optimizing pay-per-click advertising campaigns to drive targeted traffic and achieve our business goals. The ideal candidate should have a strong understanding of PPC platforms, analytical skills, and a track record of successful campaign management.

PPC Specialist Job Profile

A PPC Specialist is responsible for creating, managing, and optimizing pay-per-click advertising campaigns across various platforms. They work to improve ad performance, increase conversions, and maximize return on investment. This role requires a keen understanding of digital marketing trends, data analysis, and the ability to adapt strategies to achieve marketing objectives.

Reports To

The PPC Specialist reports to the Marketing Manager or Digital Marketing Director.

PPC Specialist Responsibilities

- Create and manage PPC campaigns on platforms like Google Ads and Bing.
- Conduct keyword research and selection for each campaign.
- Monitor and analyze campaign performance using analytics tools.
- Optimize ad copy, landing pages, and bidding strategies.
- Collaborate with the marketing team to align PPC strategies with overall marketing goals.
- Provide regular reports on campaign performance and insights.
- Stay updated with industry trends and algorithm changes.
- Manage budget allocations and ensure efficient spending.
- Identify opportunities for campaign expansion and improvement.

PPC Specialist Requirements & Skills

- Proven experience as a PPC Specialist or similar role.
- Strong understanding of Google Ads, Bing Ads, and other PPC platforms.
- Proficiency in analytics tools like Google Analytics.
- Excellent analytical and data interpretation skills.
- Ability to write compelling ad copy and optimize landing pages.
- Strong communication skills and ability to work in a team.
- Bachelor's degree in Marketing, Business, or a related field.
- Certification in Google Ads is a plus.