

Google Ads Manager Job Description template

Google Ads Manager Job Description Template/Brief

We are seeking a skilled Google Ads Manager to join our marketing team. The Google Ads Manager will create, manage, and optimize ad campaigns to drive traffic and achieve business goals. The ideal candidate possesses a strong understanding of Google Ads, analytical skills, and experience with digital marketing strategies.

Google Ads Manager Job Profile

A Google Ads Manager specializes in managing pay-per-click (PPC) advertising campaigns on the Google Ads platform. They are responsible for creating strategies to increase brand visibility and conversions through targeted advertising. This role requires attention to detail, creativity, and the ability to analyze data to make informed decisions.

Reports To

The Google Ads Manager typically reports to the Marketing Director.

Google Ads Manager Responsibilities

- Develop and implement effective Google Ads strategies.
- Research and analyze market trends and competitor ads.
- Create ad copy and manage keyword lists.
- Monitor and optimize campaigns to improve ROI.
- Generate reports on campaign performance and insights.
- Collaborate with the marketing team to align advertising strategies with overall goals.
- Manage budgets and bid strategies for ad campaigns.
- Test new ad types and channels to improve campaign performance.
- Stay updated on Google Ads features and best practices.

Google Ads Manager Requirements & Skills

- Proven experience as a Google Ads Manager or similar role.
- In-depth knowledge of Google Ads and PPC strategies.
- Strong analytical skills and proficiency in data analysis tools.
- Experience with A/B testing and conversion rate optimization.
- Excellent written and verbal communication skills.
- Ability to manage multiple campaigns and prioritize tasks.
- Bachelor's degree in Marketing, Business, or related field.