Senior PPC Specialist

Job Location
Kolkata, Chennai & Hyderabad
Remote work from: India

Description

Job Description

Must-Have Criteria :

1. Proficient in Google and Bing ads for Indian and Global clients (Google Adwords certified preferred)

2. Competent in Social Ads on Facebook, Twitter, LinkedIn, Instagram, etc.

3. Very good written and verbal communication skills in English

4. Has deep analytical capabilities and strong Q&A skills

Responsibilities

We are looking for a PPC (Pay Per Click) Executive to run PPC campaigns and monitor paid search budgets.

- Participate in forming effective paid search strategies
- Launch and optimize various PPC campaigns
- Oversee accounts on search platforms (e.g. Google AdWords, Bing)
- Be involved in keyword selection and audience targeting
- Monitor budget and adjust bids to gain better ROI
- Track KPIs to assess performance and pinpoint issues
- Produce reports for management (e.g. dashboards)
- Write attractive and concise copy for adverts
- Suggest and develop new campaigns across multiple channels
- Maintain partnerships with PPC ad platforms and vendors
- Find ways to reduce risk of click fraud
- Keep abreast of PPC and SEM trends
- Experience in data analysis and reporting
- Knowledge of SEO and digital marketing concepts
- Familiarity with multiple platforms (e.g. AdWords, Facebook, Yahoo) is preferred
- Working knowledge of analytics tools (Google Analytics, Tableau, WebTrends etc.)
- Understanding of HTML and XML is a plus
- Proficient in MS Office (particularly Excel)
- Excellent communication skills

Skills: PPC

Hiring organization
Rojgar Group

Employment Type
Full-time

Base Salary
INR 4,00,00 - INR 6,00,000

Experience
2 Years

Contacts
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December 26, 2021