

Online Marketing Executive: PPC

Established in 2000, Blue Chip Vacations is the leading provider of luxury self-catering accommodation in the South West.

Blue Chip is a forward-looking, fast-growing e-commerce business that is excited about the opportunities that exist within UK tourism. We are keen to be market leaders both in the quality of our business activities and in the service we provide to our customers. Our growth has been rapid and has been achieved by a willingness to adopt new ideas, embrace new technologies and pursue excellence in all we do.

We are now seeking a talented **PPC Executive** to join our marketing team in Exeter.

To apply

Please send your CV, including current remuneration, along with a covering letter to janet@bluechipvacations.com. Please title the e-mail 'Application for the position of PPC Executive'.

Key deliverables

Reporting to the Online Marketing Manager, you will be responsible for the setting up and operation of our PPC accounts (Google, Yahoo and Bing). Your responsibilities will include:

- » carrying out keyword research
- » setting up new campaigns/ ad groups
- » monitoring CPCs and bids
- » tracking conversions
- » writing ad creatives
- » carrying out monthly reports
- » keeping up-to-date with new industry trends and innovations.

Secondary to PPC, you will also be involved with:

- » SEO
- » Affiliates
- » general online marketing activities.

This is a new role within a fast growing company, suited to someone with a genuine interest in PPC marketing who is looking to further their career and make an impact.

Candidate requirements

We are seeking enthusiastic candidates who have:

- » good online marketing experience including PPC
- » worked with all the major PPC providers – Google, Yahoo and MSN/ Bing
- » worked with Google AdWords
- » good knowledge of all aspects of PPC, including bid management, ad text testing, quality score management, account structure and reporting
- » high levels of numeracy
- » experience in reporting on budget spend, ROI and keyword profitability
- » good understanding of software such as AdWords Editor, Google Analytics, Microsoft Excel, Microsoft Word and the user interfaces of the major PPC providers.

We offer

- » £18,000 – £21,000 + bonus