

Senior Marketing Campaign Manager - PPC

Location: Brixham, some work required at our Exeter office

Salary: £25,000 - £35,000 DOE

Blue Chip Holidays is the leading provider of luxury self-catering accommodation in the South West and is seeking a talented and dynamic PPC Manager to drive efficiency and excellence within its Customer Service Department.

Responsibilities and tasks

Reporting to the Online Marketing Manager, the PPC Manager will be responsible for the management of our client's PPC accounts (Google, Yahoo and Bing), and their Display Advertising.

Tasks will include:

- Make day to day decisions on the company's PPC / Display management.
- Carry out keyword research.
- Set up new campaigns/ ad groups.
- Monitoring CPCs (Cost per Click) and bids.
- Track conversions.
- Write ad creative's.
- Carry out monthly reports.
- Keep up-to-date with new industry trends and innovations.
- Work with external agencies to manage the creative and implementation processes for our client's display advertising campaigns.
- Contribute to other Online Marketing areas, including, SEO, Affiliates and Social Media and other general marketing activities.

Candidate requirements

Desirable skills and experience:

- Degree or equivalent in Marketing or other related subject.
- Experience of working in the travel industry, especially the UK market.

Essential skills / experience:

- A minimum of 2 years' online marketing experience (minimum 1 year PPC).
- Worked with all the major PPC providers – Google, Yahoo and MSN / Bing.
- Demonstrable track record of utilising new industry ideas.
- Good understanding of software such as AdWords Editor, Google Analytics, Microsoft Excel, Microsoft Word and the user interfaces of the major PPC providers.
- In depth knowledge of all aspects of PPC, including bid management, ad text testing, quality score management, account structure and reporting.
- Experience in reporting on budget spend, ROI and keyword profitability.
- Ability to interpret large amount of data, produce reports and trends.

- High level of interest in innovation in Online Marketing.
- High levels of numeracy and literacy.
- Competent Computer Skills.

You may have experience of the following: Online Marketing Manager, PPC, Pay Per Click, Online Marketing, CTR, Click-through Rate, Campaign Manager, Online Communications, Marketing Executive, SEO, Search Engine Optimisation, Marketing Campaign Manager, AdWords, Google Analytics, Digital Marketing, PPC Executive, Pay per Click, Digital Communications, PPC Campaign Manager, Travel & Tourism, Display Management, eCommerce Manager etc.

To apply

Please send your CV, including current salary, along with a covering letter explaining why you would be suitable for this position to:

beth.rogers@bluechipholidays.co.uk

Please title the e-mail: 'Application for the position of Senior Marketing Campaign Manager - PPC'.